

THE WEATHER
Oakland and vicinity—Fair and pleasant weather, light northerly winds.

HUN DRIVE BREAKS DOWN

Germans Are Digging in On Their New Lines

THOUSANDS WELCOME TRIBUNE TO NEW HOME

Formal Opening of Six-Story Building Takes Place Amid Appropriate Ceremonies—Many Organizations Enthusiastic

GREAT CROWDS INSPECT BIG PLANT

Addresses Extend Greetings From Many Civic Bodies and Officials; Huge Edifice Bedecked With Many Flags

With flags flying and bands playing and a great crowd gathered in the streets, the TRIBUNE was given enthusiastic welcome to its new home at Thirteenth and Franklin streets. The formal opening ceremonies were held in the afternoon at Thirteenth and Franklin, when city and county officials and representatives of the Thirteenth-street merchants, the Chamber of Commerce, Merchants' Exchange and other civic and commercial bodies gathered to address the new plant. The TRIBUNE upon its establishment in its new home in the center of the business district.

All day crowds interested in the opening of a great metropolitan newspaper plant equipped up to the highest point of efficiency with modern machinery trooped through the new building, examining linotype machines and the new automatic steam tables for drying matrices, asking questions about the intricate pneumatic tube system for carrying telegraph and local "copy," and marveled at the mammoth sextuple lighting plant turning out the big Saturday Special "New Building Edition" of the TRIBUNE. They were taken into every department, from the basement to the roof, where they were shown the assembly hall and dining rooms for the men and women employees, and where they examined the high TRIBUNE clock tower and electric sign. The hundreds of visitors were escorted over the building by members of the TRIBUNE staff and by a reception committee appointed by the Chamber of Commerce, Merchants' Exchange and Thirteenth-street merchants.

400 FLAGS
The ceremonies of the day began with a spectacular "breaking out" of 400 flags from every floor and from the Franklin and Thirteenth-street frontages of the six-story TRIBUNE building. The flags were flying at 9:30 o'clock. Employees with flags were stationed at every window, and at a signal from the street five or more flags were placed in the holders at every window, making almost 400 flags placed on display, decorating the building within the space of less than 30 seconds.

The TRIBUNE opening was made a gala day by the merchants of Thirteenth street. Flags were flying on every building, and in every store and shop and business house window on both sides of Thirteenth street, from Jefferson street to Lake Merritt bank, and pennants were suspended bearing the message "The TRIBUNE is Welcomed to Thirteenth Street."

The open-air ceremonies and speech making at the TRIBUNE building were preceded by a luncheon at the Hotel Oakland, arranged by the joint committees from the Thirteenth-street merchants, Chamber of Commerce and Merchants' Exchange, and various civic, industrial and commercial organizations attended the luncheon. **WELCOME TRIBUNE TO NEW HOME**
H. C. Capwell, president of the Chamber of Commerce and J. C. Downey, president of the Merchants' Exchange, spoke for these organizations in welcoming the TRIBUNE to its new home. Herman T. Johnson, who presided at the luncheon, spoke for the merchants of Thirteenth street in praising the new home of the newspaper and congratulating the management on the new epoch of growth and expansion upon which the paper entered.

Tonight Clocks of Nation Will Be Set One Hour Ahead



Turn the hands of your clocks and watches forward one hour before retiring tonight and add one hour of daylight to the nation's effort to win the war.

Everybody is doing it, and if you fail you will be an hour late to church tomorrow, an hour late to work Monday morning and just one hour behind every clock and everything for the next seven months.

Caution to the public to move clocks ahead an hour to comply with the law will be left to the newspapers. President Wilson, it was disclosed today, had considered issuing a proclamation putting into effect the time-changing measure, but decided not to do so on the suggestion that newspapers would accomplish the same thing more thoroughly.

Tonight is the night you set your clock ahead ONE HOUR to comply with Uncle Sam's war request for more daylight. The official hour is 2 o'clock Sunday morning, but that hour is fixed solely for the convenience of the railroad industry in adjusting their time schedules. For the householder who is too busy to bother about such matters all that is necessary is to set the clock ahead one hour when he goes to bed tonight.

The following results will follow:
(1) He will get up an hour earlier than he is accustomed to, but according to the clock he will be getting up at the same time. In consequence he will naturally go to bed an hour earlier, although the clock will tell him he is going to bed at the same hour.

(2) He will have more sunshine, more hours in which work can be accomplished and less during which it will be necessary to burn fuel to make electricity, power and the like. There will be the same number of hours in the day, only the working period will be shifted to the right one hour and the work done in daylight instead of lapping over into the dark. It will save millions of dollars for war use and every patriotic American must do it.

CLOCKS WILL BE CHANGED TO NORMAL
The setting over one hour is not to last forever. Seven months from today, when the days grow shorter and dark draws in, the clocks will be set back to normal again. Tonight's change will make no difference in any line of work in the main. After the clock has been changed things will go on as before. The man who gets up at 6 o'clock will still get up at 6 o'clock—according to his clock. He will have a full day's work, and will not lose a minute of it. He will find his clock closing at 3 o'clock, the same as usual—according to the clock. In actual time he will be doing it all earlier by one hour, but all the clocks will be working together and he will never know it. Hence—set your clock forward when you go to bed tonight—AND THEN FORGET IT!

All information indicates that the

BRILLIANT TACTICS OF FRENCH BIG IN BRITISH AID

Steady Extension of Lines From La Fere to Beyond Montdidier Breaks Up Hun Plans for March on Paris via Oise

HINDENBURG'S ARMY FOUGHT TO STANDSTILL

Prisoners Declare They Were Driven to Attack by Officers Wielding Whips; Further Action on Line Is Expected

By HENRY WOOD, United Press Staff Correspondent.

WITH THE FRENCH ARMIES IN THE FIELD, March 30.—Since General French, at Ypres, prevented the Germans from turning the crucial flank by stretching out his little army until it reached the North sea, no more brilliant movement has been executed on the west front than the manner in which the French general staff night and day kept up contact with the British armies doggedly retreating to the northwest. The French steadily extended their lines from the region of La Fere to beyond Montdidier.

This successful operation has definitely broken up what is now known to have been the original German plan, namely, following the Bavarian crown prince's expected rupture of the British front, for the German crown prince's army to pass through the breach and march on Paris by way of the Oise valley.

While barring the latter movement by holding the Oise line solidly, the French kept up contact with the British. This was accomplished only by masterful handling of the French reserves—throwing in infantry divisions when they arrived in time, otherwise using cavalry divisions, while artillery was rushed rapidly along the entire front.

Meantime every French division was resisting heroically, necessitating often fifteen German attacks to dislodge them.

Prisoners declare they were driven to the attack by officers wielding whips.

By WILLIAM PHILIP STUMPS, United Press Staff Correspondent.

WITH THE BRITISH ARMIES IN FRANCE, March 29.—In the last forty-eight hours I believe Hindenburg's cohorts have been fought practically to a standstill.

Carefully sifted information from widely different sources convinces me that the German war lord's battle plans have signally miscarried.

TENTH DAY FINDS HUGE ARMIES IN DEATH LOCK

Mezieres, South of Somme, Is in Hun Hands; Counter by British Brings Many Enemy Prisoners and Casualties

ALLIED FORCES ARE NOW SOLIDLY LINKED

Teuton Loss Believed to Total Over Half a Million; French Reform and Strengthen Line That Runs West of Hamel

BY INTERNATIONAL NEWS SERVICE LEASED WIRE TO TRIBUNE

LONDON, March 30.—Mezieres, south of the Somme river, has been captured by the Germans. The British immediately launched strong counter-attacks and captured a number of German prisoners. The Germans were fought to a standstill north of the Somme and were able to make only a few weak efforts.

There was sharp fighting in the Demuin sector (on the Amiens-Noyon road, but all the efforts of the Germans in that district failed with heavy losses).

Field Marshal Haig, in his report to the war office, praised the gallantry with which the mounted and unmounted British cavalrymen fought in repulsing the German attack.

(Mezieres lies about twelve miles southeast of Amiens, which is now generally regarded as the Germans' objective. It is near the point of the salient which the ten days' fighting in the German offensive has pressed into the allied front in Picardy.)

LINKED ARMIES
The tenth day of the world battle of Picardy found the allied armies linked solidly under one supreme commander-in-chief, General Foch, one of the master strategists of Europe.

General Foch takes over the high command at an hour when the mighty battle is looking extremely favorable for the allies. The Germans have been beaten at Arras, where they tried to smash the British front and win back the famous Vimy ridge. South of that sector, the British, by means of swift and powerful counter-attacks have driven the Germans back, recapturing important ground and prisoners.

South of the Somme river fighting of tremendous proportions has continued to rage, but the Germans were held in check, sustaining staggering losses.

On the narrow front between Boly and Sere the Germans massed at least 12,000 picked troops, according to Friday night's official statement of the British war office. Savage assaults were directed against the British front, but all the attacks were beaten off and the German ranks flowed back across the field that was literally carpeted with dead and wounded.

Albert Still Ahead of Teuton Invaders, Safely Held by Allied Forces

French Advance Continues With Armies of Democracy Narrowing Salient at Montdidier, Threatening Foe's Lines to Rear

BOCHE AIRSHIPS ARE DOWNED

BULLETIN:
(By Associated Press)

WASHINGTON, March 30.—French reserve troops have stopped the German advance on the twenty-five-mile front from Morculi to Lasigny, according to an official despatch filed here today from Paris. The German assaults on this line were described in previous despatches as particularly violent.

BRITISH ARMY HEADQUARTERS IN FRANCE, March 30.—The situation today from a general standpoint is reported more satisfactory. Along the British section of the battle front last night was comparatively quiet.

The British lines have been strengthened rapidly on every quarter along the front. There is a most heartening display of determination and optimism.

In the vicinity of Albert, the Germans today were reported to be digging themselves in along the line from Thiepval to LaBoelle.

For a brief space the tides of conflict have slackened, but any moment they may set in again. When the Germans have brought forward their artillery and overhauled their fighting machine the struggle undoubtedly will be renewed, perhaps with greater ferocity than before.

Yesterday afternoon the enemy had a small success south of the Luce river on the British right flank. Strong German forces attacking there captured Mezieres and made some advance north of that village. The British immediately organized a counter-attack and pushed forward determinedly against the invaders.

The German attempt to force the British back along the Scarpe and capture Arras cost them an enormous price in casualties, although they used ten divisions. North of the river the British held to their positions and wavered but slightly before the enemy onslaught. South of the river, however, the British retired slightly between Fampoux and Boisleux.

There was hard fighting on both sides of the Scarpe. To the north the most desperate conflict was staged about Roeux, which was the scene of sanguinary struggles last year. The Germans succeeded in forcing the British to withdraw from this place.

North of Gavrelle the enemy tried to push the British back on Baillieu, but was repulsed by withering machine gun fire. South of the river the most bitter fire was about Tiegny hill, which changed hands several times.

BRITISH GUNS HAVE EFFICIENT BELOW SOMME.
Below the Somme British artillery has been doing marvelous work in getting the heavy guns back during the withdrawal. One battery of heavies was cut off and lost for three days. Although often surrounded, the men worked their way out to the British lines with all the guns.

On high ground near Albert there are 600 yards in front of their own infantry, but who still are doing great execution among the enemy. Tanks also have been doing a small but important work. They have been traveling in pairs, stemming the advance and making prisoners.

That sector of the long battle front lying south of the River Somme continued today to be the crucial zone of conflict. The Germans, following up their small gains of yesterday in their northward drive toward Amiens, were pressing the attack. They were meeting with the most obstinate resistance on the part of the British defenders and latest reports state that there has been little or no change in the situation since last night despite the hard fighting on the extreme north. The enemy had succeeded for the moment from the assault against Arras, but there are indications they are only waiting for fresh troops before renewing their drive.

LOST AT MEZIERES.
LAST HOLD DEMUIN.
LONDON, March 30.—The Germans attacking yesterday at Demuin and Mezieres pressed back the British and Mezieres the war office announced.

The enemy's attempt to capture Demuin broke down after sharp fighting which lasted throughout the afternoon.

The Germans are still rushing up fresh artillery, one correspondent at British headquarters telegraphs the slowing down in the battle, he says, probably is only a still before another stage of the war.

The situation on the British sector of the new battle front this morning was more satisfactory from the allied standpoint. The night was comparatively quiet.

Sixteen German airplanes were put out of action yesterday by the British.

(Continued on Page 2, Col. 1)

AGREE ON WAR BILL
WASHINGTON, March 30.—An agreement on the administration bill to create a war finance corporation fixing its capital stock at \$500,000,000, the amount of bonds it may issue at \$2,000,000,000 and providing a voluntary system for licensing security issues, was reached today by the Senate and House conferees.

USE NEW TANKS
AMSTERDAM, March 30.—"Arsenal tanks" are being employed by the British in the great western front battle. These new armored cars move along behind the infantry and supplies of bombs and cartridges are handed out from them to the soldiers.

ALLIED RESERVES STEM ADVANCE

BRITISH ARE HOLDING FIRM BEFORE ARRAS

(Continued From Page 1)

It is announced officially. The statement follows:
"A majority of our attacks were made on enemy groups on the battle front south of the Somme. Twenty-six tons of bombs were dropped and nearly a quarter of a million rounds were fired upon different targets."
"Nine German machines were brought down, five others were disabled and two others were shot down by fire from the ground. Twelve of our machines are missing."
"Though the newspapers regard the situation on the western front as still serious, there is noticeable a tone of greater confidence in their discussion of the battle now in its tenth day. The Daily Mail devotes particular attention to the fighting in the direction of Amiens, which it regards as the most important. The Daily Mail says:
"Trill Montdidier is recovered and the German army beaten back from recent positions east of Amiens, the situation must remain serious. French reserves continuously are arriving and entering the battle but as yet the German advance cannot be said to have been stopped."

FRENCH RESERVES RENEW RESISTANCE

PARIS, March 30.—French troops supported by reserves are offering desperate resistance to powerful assault of the enemy, the war office announces.

The battle which was resumed with renewed violence during the night, is progressing on a front of forty kilometers (about 25 miles) from Moreuil to beyond Lassigny.

WASHINGTON, March 30.—Appointment of General Foch, French chief of staff, to supreme command of the allied and American forces in France is regarded here today as the important development in the western front. The elevation of General Foch, made known in official information, reaching Washington last night means the continuation of all the armies opposing the German onslaught. The naming of General Foch also went, a great way to strengthen the belief that an Anglo-French-American counter offensive is not far off and that the allied blow is to fall on the French section of the recent fighting front.

General Pershing's sincere and manly words in placing at the disposal of General Foch the entire resources of the American army have gone straight to the heart of the French call "une geste." The newspapers of all shades of opinion reflect this grateful appreciation, both by the prominence they give the incident and in their comments. Foch de Paris says that France as a whole does grateful homage to the United States, adding "to use the language of surgeons we may say there has been and there is more than ever today a transfusion of blood between the two countries."

IDORA PARK IS OPEN FOR SEASON

Idora Park began its 1918 season today. The flood of warm sunshine brought thousands of joyseekers to the big amusement park. The females and men arrived early at the outdoor pool in the center of the inland beach. Kiddies were out in force with joyous mothers.

Tomorrow the special feature will be the second annual Chaparral Revue. Easter bonnets will be on parade. A cash prize of \$25 is offered the fair visitor appearing on the beach in the prettiest Easter hat.

The various concessions are in full swing. The management looks to a record-breaking season.

CUTTING DEPOSITS STOCK IN COURT

H. C. Cutting, president of the Monetary Trust Company, deposited with the clerk of the U. S. district court today a certificate for 175 shares of stock of the P. L. Richmond Canal and Land Company pending an appeal from the judgment of District Judge W. C. Van Fleet February 14, in the action brought by Henry J. and Francis J. Woodward to the United States Circuit Court of Appeals.

Cutting was recently adjudged in contempt by Judge Van Fleet for failure to pay fees of \$500 to master in a money bill. Mr. Woodward, growing out of the hearing of this action, and Cutting spent two days in the Alameda county jail before filing a \$1500 appeal bond from the contempt charge.

IS KILLED BY FALL

NEW YORK, March 30.—Herbert A. Heyn, a prominent lawyer, and director in a number of large business enterprises, jumped or fell from a window in his office on the tenth floor of a building in Wall street today and was killed.

Barley SAVES Wheat
GrapeNuts
—made partly of barley is a wheat saver.

Germans Renew Powerful Attack Do Not Wait For Allies to Counter

The Germans last night renewed their powerful attacks in the Montdidier region, where their wedge had been pushed farthest toward Paris, and a great battle is raging along a 25-mile front on both sides of the salient which has Montdidier at its apex. The French, backed up by powerful reserves, are offering a desperate resistance to the German blow.

Apparently the French line has been forced back slightly on its northern flank. The official report of the battle mentions the town of Moreuil as forming a part of the line. This place is on the Aves river, about 11 miles southeast of Amiens and its occupation by the Germans would advance them slightly nearer that allied base. On the southerly side of the salient the battle is raging to a point beyond Lassigny, which lies some fourteen miles east of Montdidier. There is no indication of any change along this part of the front.

The German assault in this region seems a local outcome of the strategic positions in which the Teutons find themselves, as their lines, virtually in the open all the way back to the Oise, offered an inviting objective for an allied counter blow. It apparently was a case of attack or be attacked and they seem to have taken the initiative.

To the north, along the British front, the situation is virtually unchanged. In general, the British line

stands today in almost exactly the same position as yesterday. At only one point just about where the French and British lines join, did the Germans make any advance, passing a short distance up the Roye-Amiens road in the direction of the latter place and occupying the village of Mezeres and the hamlet of Maison Languet just to the north.

The front was indicated by yesterday's official reports as running near those places and the recession, being but a short one, still leaves the enemy in possession of approximately 12 miles of French territory.

Heavy attacks on Demuin a little farther north, were beaten. To the north of the Somme there was only local fighting. The possibility suggests itself that, in their attempt to drive a wedge between the French and British armies or effect a break in the allied line, the Germans may be making an attempt to reestablish their trench lines on the basis of their present advance, either for defensive purposes or as the jumping off point for another plunge into entente territory.

The line of reported entrenchment, however, is only a little more than three miles in length, and at present the movement is most likely to be judged as a local measure for protection of the town of Albert.

The indicated line brings the German front at this point just about its position when the first battle of the Somme started in 1916.

TAFT'S SON IS RECOMMENDED FOR COMMISSION

WITH THE AMERICAN ARMY IN FRANCE, March 30.—Sergeant-Major Charles Taft, son of former President Taft, has been recommended for a commission, it was learned today.

The recommendation, made through the routine channel, reached the chief of staff of a certain corps. It stated that although Taft is still under age, he has served a year and shown qualifications warranting a commission.

WELCOME TRIBUNE TO ITS NEW HOME

(Continued From Page 1)

Accompanied by a band, the crowd left the Hotel Oakland after the luncheon and proceeded to The TRIBUNE building, where the open-air program was conducted. Herian Johnson introduced William W. Friend, many years ago a TRIBUNE reporter, as master of ceremonies. Knowland was presented with a handsome desk lamp, for his chambers in the TRIBUNE building by the Native Sons of the Golden West, which he is past grand president. The presentation was made by Jo V. Snyder, grand president, who came down from Grass Valley, where he is the publisher of the Union, for the ceremony. A telegram of congratulation from Miss Grace Stoermer, grand president of the Native Daughters, was read as follows:

"Los Angeles, Cal., March 30, 1918. "OAKLAND TRIBUNE: "Accept my warmest congratulations and best wishes for your continued success and prosperity for the Native Daughters of the Golden West. The value of publicity in all things that advances the best interests of California is appreciated by every loyal Native Daughter. May the influence of your splendid paper spread through the country as the sunshine of California adds to her material development."

"GRAND PRESIDENT Native Daughters Golden West."

Short addresses of welcome were made by Supervisor James Hamilton, President Herian Johnson, and the War Service League, City Commissioner W. H. Edwards, District Attorney W. H. L. Hynes, Judge W. H. Donahue, R. M. Fitzgerald, Fred Campbell read an original poem appropriate to the occasion.

At the conclusion of the ceremonies there was a formal inspection of the building and The TRIBUNE plant. The building was dedicated open for the inspection of the public until 10 o'clock tonight.

The open-air ceremonies and the inspection of the building were filmed by O. J. J. Beers of the Romance Film Company and will be shown at an Oakland motion picture theater and at theaters in other cities as an educational motion picture displaying the processes of getting out a modern metropolitan newspaper.

2 ARMED LADS ARE HOLDING UP MANY IN NORTH

SEATTLE, March 30.—Forcing entrance into stores, homes and bars at the point of pistols and holding up those who cross their path, two boys, three more than 15 years old, are playing a desperate bandit game in the city. Yesterday they were seen, and J. Grant, a section foreman, fought to capture them. They broke away. Later when a station agent tried to capture them they opened fire with their revolvers and fled. They have forced storekeepers to give them cars, candy and groceries, and have stolen two horses, which later they abandoned.

LIMIT IS RAISED

WASHINGTON, March 30.—The conference committee of the war finance corporation bill reached an agreement this afternoon. The limitation of bonds which may be issued by the corporation was placed at \$5,000,000,000 instead of \$4,000,000,000 as agreed upon by the Senate. The changes made are aimed to make the provisions of the bill more elastic. The war finance bill is a direct loan of the corporation so that all direct loans must have 125 per cent security behind them.

MRS. MOONEY TO BE FREE BY TONIGHT

SAN FRANCISCO, March 30.—Mrs. Rena Mooney was admitted to bail by Judge Frank H. Dunne in bonds of \$7500 on the two indictments against her charging conspiracy in the preparedness parade explosion remaining on Judge Dunne's calendar. Attorneys for Mrs. Mooney said she would be a free woman before midnight.

Though Assistant District Attorney Louis Ferrari opposed bail and Judge Dunne declared, openly he did not believe she should be admitted, the order was made.

"I do not believe bail should be allowed any of these defendants," said Judge Dunne. "Society would be better served if they remained in jail, but since the supreme court saw fit to admit Israel Weinberg to bail, I do not wish to appear stubborn."

SALOONS WILL CLOSE IN SOUTH

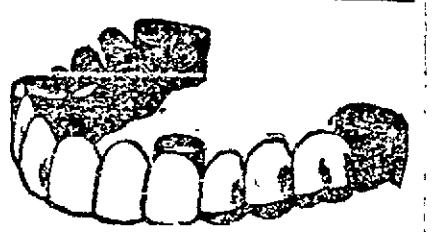
LOS ANGELES, March 30.—With the wet interests battling for an injunction to combat the closing law, Los Angeles was uncertain today whether this city's 200 saloons will pass into history at midnight tonight as ordered by a 29,000 majority vote last November. Defeated in the United States court, the "wets" were waging their struggle in the superior court for a restraining order that will permit the reopening of saloons Monday and give their attorneys a chance to fight the issue to a finish with opportunity to appeal to the appellate court in case of defeat.

The Gandler no-saloon ordinance is attacked on four leading points. The ordinance is declared discriminatory and an agent for driving people from Los Angeles. It was apparent this morning that the superior court may be kept out until 6 o'clock tonight to decide the case. The day, however, is considered the saloons will close on scheduled time and point to the prompt denial of a restraining order by a federal judge.

The no-saloon ordinance carried at the polls by 54,447 against 34,277. It was the subject of a referendum election on March 31, but the Sunday closing law makes the real hour of closing at midnight tonight.

SEVERAL \$3000 DAMAGES. Elizabeth Campbell, who entered a suit against the San Francisco-Oakland Traction Company for \$3000 damages as the result of alleged injuries to her car and horse, yesterday ran down their automobile at Howe and Fourth streets last August.

The complaint alleges that the train came through a deep cut and struck them without warning of its approach. Mrs. Campbell was thrown out, sustaining serious cuts and bruises. The machine was driven by Charles Miles.



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DEATH LIST IN GOOD FRIDAY HORROR GROWS

PARIS, March 30.—Rescue parties at work in the church which was struck yesterday by a shell from a German long range gun have found 1000 dead. It is now known that thirty-four women were killed.

The shell struck the north side of the church, bringing down part of the roof and opening a breach twelve feet high and twenty feet wide. Nearly all the debris fell inward upon the heads of the worshippers sixty feet below.

The edifice is now a heartrending sight. The enormous mass of stone, crumbled into all shapes and sizes, lies in the middle of the nave and piled to about the same height as the high altar, which was not damaged.

In addition to H. Strechlin, counselor of the Swiss Legation in Paris, who was killed, it is feared that his wife also is a victim, although searchers have not yet found her body in the debris.

Among the injured are Countess Morand, Viscount Molitor and former Senator Louis Gautier.

The latest bombardment of Paris by the German super gun, in which 75 were killed and nearly a hundred wounded when a shell struck a church, failed to terrorize Paris today. Instead, the city seethed with anger and the reaction was one of hot determination to fight to a finish and seek vengeance for the latest outbreak of German frightfulness.

This spirit was revealed in the House of Deputies and general demands everywhere for punishment of the Huns on the battlefield.

French bombing planes have dropped 65 tons of explosives on German communication lines and depots during the enemy offensive.

French aviators also bombed troop concentrations both on the fighting line and in reserve.

Fighting squadrons participate in every combat, constantly pouring machine gunfire into the enemy crosses filling the roads from St. Quentin, Ham, Chauny, Nesle and Guiseard. Prisoners assert that the German army is accompanied by special "ghoul squads" whose duty it is to strip allied and German dead of all clothing, shoes and equipment, which are extremely scarce in Germany. Some of these "ghouls," taken prisoner, admit their surprise at the small numbers of French dead and wounded.

JAPANESE VISIT DEFENDERS' CLUB

The Defenders' Recreation Club at Thirteenth and Harrison streets was visited last evening by the officers and "middles" from the Japanese war vessels now in the harbor, the Asama and the Iwate.

The guests were much interested in the American plan of providing amusement for the enlisted men of the service, inspected the newest institution arranged under the direction of the War-camp Community Service, and administered by the women of Oakland.

The two of the distinguished visitors, among whom were the Lieutenant-Commanders K. Otawari and K. Yoshida, came at a quiet hour preceding dinner, but a number of lads from Yerba Buena Training station were enjoying the comforts of the club. Among the hostesses who were on duty when the officers and their students arrived were the Mesdames John Bell Mooney, George W. Percy, Howard Bray, William Ketcham, Cabell H. Jones and Miss Ketcham.

After an exchange of courtesies, the guests—among them 135 midshipmen—sang their national hymn with a martial ring that shook the rafters of the club rooms.

After the inspection the visitors attended a banquet at the Hotel Oakland, the culmination of an east bay day arranged by the Japanese Association.

VICTIM IS DEAD

After suffering intensely for twenty-four hours with a crushed leg and chest, Wyatt Rose, a man about 40 years old, died at 2 o'clock this morning at the Receiving hospital. His injuries were received when he was struck by an electric trolley of the Southern Pacific Company near the foot of Thirteenth avenue Friday morning. The injured man was never able to give the hospital attendants any information as to how the injury occurred and his condition was so critical that they were unable to administer the anesthesia necessary to perform an operation in the hope of saving his life. His right leg was crushed, the bone being almost entirely destroyed and his chest was fearfully injured. The chest injury and the shock of the death. The victim resided at 6009 East Twelfth street. An inquest will be held.

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And
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Are to Be
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RELATIONS OF RUSSIA, ALLIES HAVE CHANGED

By JOSEPH SHAPLEN
United Press Staff Correspondent.
PETROGRAD, March 29.—The most significant changes in the relations between Russia and the allies are being made.

Simultaneously with the return of the allied diplomats, Bolshevik speakers intimate a modification of their own program to a point somewhat approaching that of the allies.

"We won't leave Russia," Serbian Envoy Spalakovitch told me.

"There is surely no question of any aggressive plans by England or the other allies against Russia," declared French Minister Nizan.

"I am able, as the result of inquiries in high government circles, to announce that the Soviet's policy is changing as a result of the conviction that the Soviets are sufficiently entrenched to begin constructive work."

War Minister Trotsky is among the strongest supporters of this change.

The American consul at Moscow has informed the government that the

Hun Spies in Curtiss Plant Take Out Plans

NEWARK, N. J., March 30.—Admission that a group of German spies have been employed in the plant of the Curtiss Engineering Corporation at Ilmstead, N. Y., on Long Island, has been obtained from Mrs. Lydia White, a woman arrested today with 1500 prints of airplanes in her possession, the police announced.

WASHINGTON, March 30.—The death penalty for many acts of espionage will be proposed in legislation by the House of Representatives. Senator Overman of North Carolina, active head of the Senate judiciary committee, said today after hearing testimony of several government agents in charge of anti-spy work.

United States is willing to enter business relations with Russia.

LONDON, March 30.—Nikolai Lenin, the Bolshevik premier, is ill of pneumonia. Reuter's Petrograd correspondent reports. The correspondent also says it is reported that General Alek, former Russian commander-in-chief, who recently has been one of the leaders in the Bolshevik movement against the Bolsheviks, has been arrested in the Don region.

Finland Red Guards have been defeated at Tampere, north of Helsinki, by the government forces, according to a Reuter dispatch from Petrograd. The rebels are said to have lost 10,000 prisoners and 21 guns.

LONG STREAM OF WOUNDED IS TEUTON TOLL

AMSTERDAM, March 30.—The stream of wounded being carted back by motor and train to scores of cities in Germany is the greatest in the history of the war and is very depressing to the people who have been told of great victories.

Advices received here today from the Belgian frontier and from the interior of Germany indicate that the thousands of wounded are being distributed far and wide, even very small villages with slight accommodations for their care drawing their quotas.

The correspondent of the Amsterdam Handelsblad, visiting the Verdun front, declares he saw great masses of German troops concentrated there. He interviewed General Von Gallwitz, who said he never saw such enormous stocks of munitions as the British have.

BRITISH ARMY HEADQUARTERS IN FRANCE, March 30.—German prisoners taken in yesterday's fighting declare that they were told before entering the battle that Arras must be taken at all costs. Already they have paid a great price in lives in the endeavor to take the city, for the slaughter among the storming troops was exceedingly heavy.

NIGHT SERVICE
Open for Deposits and New Accounts from 6:30 until 8 o'clock Saturday evenings
Central Savings Bank
AFFILIATED WITH THE CENTRAL NATIONAL BANK
Combined Assets over \$34,000,000.00
FOURTEENTH AND BROADWAY, OAKLAND
Branch 49th and Telegraph

If you want health
you can have it, by heeding Nature's laws. Keep the stomach strong, the liver active, the blood pure, and the bowels regular, and you will seldom be ill. Take good care of these organs, and at the first sign of anything wrong—promptly take Beecham's Pills.
you certainly need
the help and relief of this world-famed remedy, to keep the body in health. They quickly establish normal conditions, so the organs perform their functions as Nature intended. No other remedy will so surely strengthen the system, stimulate the liver, regulate the bowels and quickly improve the general health as
BEECHAM'S PILLS
Directions of Special Value to Women are with Every Box. Sold by druggists throughout the world. In boxes, 10c, 25c.

Blow the whistles!
Ring the bells!
Put on the spring togs!
IDORA PARK IS OPEN
Bigger, Better!
More Joyous!
Get in the Swim at the Inland Beach!
Hit'er Up on the Race Thru the Clouds!
Ride the Racing Horses!
Roller Skate, Wow!
GIRLS!
SECOND ANNUAL
CHAPEAU REVUE
Tomorrow
EASTER SUNDAY
Inland Beach at 3 P. M.
\$25 CASH PRIZE TO BE GIVEN THE VISITOR WEARING THE MOST ATTRACTIVE BONNET.
Patriotic Calliope Concerts
Tonight 8 o'clock
Sunday, 3 P. M.
Vic Smith, World's Greatest Calliope Artist, at the Keys
ALL ROADS LEAD TO
IDORA

The Oakland Community
And
THE TRIBUNE MANAGEMENT
Are to Be
Congratulated on This—Another Million Dollar Enterprise
LAYMANCE REAL ESTATE CO.
General Real Estate Agents, for 32 Years a Tribune Advertiser
1432-1434 BROADWAY
OAKLAND

ANOTHER WIFE SHOOTS SPOUSE; JEALOUS OF HIM

SAN FRANCISCO, March 30.—A riot call to the Southern Police station early this morning brought Corporal Miccolini and a riot squad to 3988 Twentieth street, where they found Mrs. Della O'Brien, 32, pacing up and down in front of that address, brandishing a 44 caliber revolver. After the weapon had been taken from her, she told the police she had shot her husband.

Entering the house the officers found John J. O'Brien lying on the back porch with a bullet wound through his right lung and another through his arm. He was removed to the Central Emergency hospital in a critical condition. The woman was booked at the city prison on a charge of assault with intent to commit murder. Jealousy was the motive, according to O'Brien, who said his wife believed he was spending his time with other women. O'Brien may die.

Hart and Fairbanks Will Be Seen in Kinema Films



DOUG FAIRBANKS with his smile, and grim BILL HART, both appearing at the Kinema in film sensations.

"Patriot" and "In the Carquinez Woods" Are Among Plays in Which Stars Are to Appear

For the thousands of Doug Fairbanks and Bill Hart fans of Oakland the announcement that the Kinema is to present four of their most popular films during the coming week will be very interesting.

Bill Hart opens the week Sunday as the taciturn, grim American who finds that to do his little bit as he has to convince them all that he is a genuine "Patriot." Doug Fairbanks blows in with a breath of Bret Harte's "In the Carquinez Woods" on Monday as the half breed.

Wednesday Bill Hart returns in a strikingly different characterization from the "Patriot" as the peace-loving parson who finally finds that the best way to deal with a murderous rascal is to forget his goodness for the moment and meet blood with blood as "The Apostle of Violence." Doug Fairbanks as the week Friday and Saturday in "Manhattan Madness."

BRYAN WANTED IN HINDU CASES

SAN FRANCISCO, March 30.—"William Jennings Bryan must respond to the subpoena to appear in this city if service can be had," this statement by United States Marshal James B. Holohan, explains the government's attitude on a second subpoena for the appearance of the former Secretary of State as a defense witness in the Hindu conspiracy cases, which has been telegraphed to Federal headquarters in Chicago where Bryan is lecturing.

A booklet from Bryan's pen, entitled "British Rule in India," is a defense exhibit in the German-Hindu cases. Bryan was originally subpoenaed to testify regarding British methods and modes of government. Then, before service of the subpoena, it was quashed on motion of Attorney George H. McGowan, counsel for the defendants. Ram Chandra, one of the principal defendants, now declares that the quashing process was without the consent and approval of the majority of McGowan's clients.

Chandra applied for the subpoena a second time and it was issued. Bryan is lecturing on food conservation, Liberty loan and prohibition in Chicago, and efforts to serve the subpoena which will bring him to the coast as a witness, was to be made today.

SEE FLYER PLUNGE

SAN DIEGO, March 30.—Spectators on the municipal pier watching the many practice aviator cadets were startled this morning when a plane during maneuvering duty became unmanageable and plunged into the bay at a terrific speed. The wrecked craft was a naval flying boat and was only a few hundred feet in the air. The ensign on flight duty had a narrow escape from drowning as the machine was badly wrecked, and when he was entangled in a mass of wires with his head barely above water. He was not injured.

CONVICTED OF BATTERY.

John A. Parker, who was accused by Mrs. Jennie Augustine of striking her when she dunned him for repayment of a loan, was today found guilty of battery by Police Judge George Samuels and will be sentenced Monday. According to the complainant she loaned Parker money to engage in the hotel business in Park avenue.

ALFRED LLOYD BURIED.

Funeral services were held today at 11 o'clock for Alfred Lloyd, husband of the late Mrs. Isabella Lloyd and father of Mrs. Theo Schlueter, 586 Twenty-fourth street, from the Albert Brown funeral parlors. In-

TAX EXEMPTION FOR ARMY MEN

Enlisted or drafted men who have received a final discharge from the service of the United States army will not be required to pay taxes on at least \$1000 in property, according to an opinion which has been filed with the State Board of Equalization by Attorney-General U. S. Webb. The exemption is permissible under the Thirteenth amendment to the State Constitution, which is known as the Veterans' Exemption Amendment.

According to the amendment: "The property to the amount of \$1000 of every resident in this state who has served in the army, navy and marine corps, or revenue marine of the United States in time of war, and received an honorable discharge therefrom, shall be exempt from taxation." According to Webb's interpretation, which has been accepted by the State Board of Equalization, those called to service in the present European trouble are also included in this exemption.

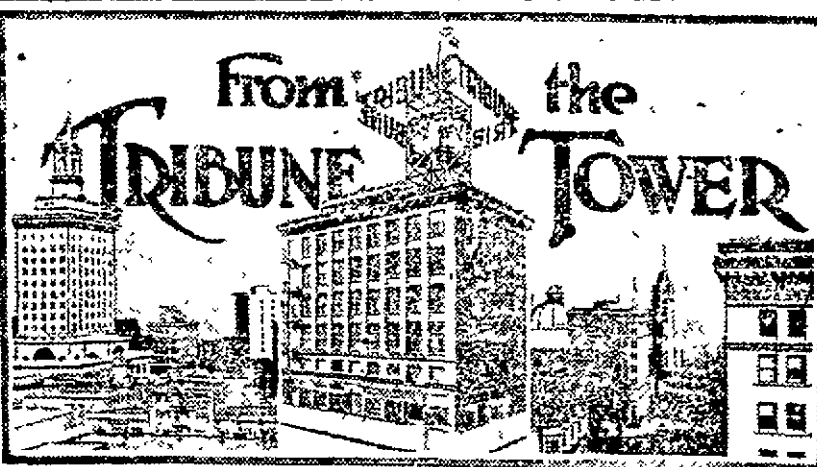
The honorable discharge issued by the Adjutant General at Washington is sufficient to determine the exemption, according to the board's new rule in the matter. Any person who was entitled to the exemption and re-enlisted, may have the exemption granted during his absence, by the application of the persons left in charge of the property involved.

TELL OF PROGRAM

The musical program which characterizes the Sunday meetings of the Sons and Daughters of Washington will take on the spirit of Easter this week. Miss Mary Ames will sing several sacred songs, including Gertrude Ross' composition, "Consider the Lilies." She will be accompanied by Miss Marguerite Darch, the well-known pianist, who will also be heard in an instrumental selection. Dr. W. D. Simonds, pastor of the First Unitarian church, will give an appropriate address.

The community singing of patriotic airs is always one of the most impressive features of the program, and the voices of those born under many flags blend fervently in "America" and "The Star-Spangled Banner." Leo Lynch contributed a number of Irish ballads in a pleasing voice last Sunday, accompanied by his sister, Miss May Lynch, and a short but interesting talk on Ireland was given by T. A. Marshall, "father of Oakland's charter." All interested in Americanization are invited to be present, especially during the conservation period, from 2 to 3 p. m.

Terment was in Mountain View Cemetery. Lloyd was 72 years old.



Here is a kid story from the teachers' convention. It is told by Dr. David Starr Jordan in illustration of the man who waited to see how things came out before expressing himself on the subject of patriotism.

"Aren't you going to say your prayers tonight?" asked Mrs. Smith of little Johnnie Smith.

"No, I ain't. I didn't say 'em last night, and I ain't a-going to say 'em tonight. And if nuthin' happens, I ain't never gonna say 'em no more."

STILL BY WINDOW

THE NEXT TIME

The next time that Police Judge George Samuels cuts in a restaurant, he is going to sit by a window. He got some extra information from a waiter the other day that has brought him to the front from now on.

Monday, Judge Samuels went into a downtown restaurant and ordered a mutton chop for his lunch. Tuesday, he went back and ordered another. When the waiter put the chop down, the judge rose in wrath.

"What's the idea?" he asked. "I had a chop twice this size yesterday for the same money."

"Yes, sir," said the waiter; "where did you sit?"

"Over by the window."

"Yes, sir," said the waiter. "That's it, sir. We always give them as sits by the window big helpin's. It's a good advertisement."

TAKES CAMOUFLAGE

TO SELL ONIONS

It takes camouflage to sell green onions.

This is the discovery of Ivan Beer, manager of a local commission house. Beer came to work today in a flannel, green sweater—a wonderful colorful affair that stood out all over the street.

"Why?"

"So asked the market."

"Well, this is camouflage," said Beer. "Look at it, it's conspicuous here, but when I stand among the green onions it matches them—and you can't see me. Then I can pound on the customer and sell him a box of onions before he remembers his breath. You have to do something to get rid of all these green onions nowadays."

And Beer faded noiselessly away into the green of the carload of onions he was trying to sell.

PEACE, NOT RACKET,

IS LONGED FOR

What is the matter with education? Does it only work one way, or does it produce a violent reaction?

Did you ever go to school, and have the teacher look at you with a mean eye—you know how it is—

one that works around to the corner of the face, like a mule that is ready to kick—and tell you to go back and "shut that door quietly ten times?"

The California Teachers' Association has been meeting in its midst. At the Oakland Technical High school, they have doors. The peace section of the convention met there—behind some doors. But shades of Polonius, those doors initial just as well have seen pneumatic riveters "Boom! Bang! Zung! Wham!" Every single, solitary teacher that came through those doors slammed 'em!

All that David Starr Jordan wanted was peace. And all he got was RACKET!

What is the answer?

STILL, WIFELESS,

AND NOT ENGAGED

Lieutenant William C. Tooze, formerly of the U. S. C. A., and now one of Uncle's fighting lieutenants with the naval reserve contingent, declares that reports of his wife are greatly exaggerated.

It's this way, Lieutenant Tooze has no wife. But his cousin, W. L. Tooze, captain in the army, has one. News reports are always confusing the two Toozes cousins. Recently it was announced that Lieutenant Tooze had written his wife about leaving to this only about his life with the boys. He didn't. He hasn't a wife to write to.

So far as Lieutenant Tooze is concerned, he is entitled to enjoy all the single-blessedness of bachelorhood. Of course, it's something with blue eyes and brown hair, or brown eyes and black hair, or some kind of eyes and hair that suited, should lure alluringly, this story might not apply. Because Tooze is human. And it's a long bachelor that has no yearning.

But for the present, Lieutenant Tooze wants it distinctly understood that any young lady who has been holding back because she thought he was married, needn't. He is not. This is not a matrimonial ad. This is a statement of fact. This is an attempt to "square" Tooze in the matrimonial eye.

NO AGREEMENT

SAN FRANCISCO, March 30.—

Federal Judge M. T. Dooling, handed down a decision today, in which he held that a "gentleman's agreement" was not entered into between E. M. Smith, R. G. Hanford and W. S. Tevis, to dismiss bankruptcy proceedings against Smith. Referee in Bankruptcy A. K. Kraft had twice held otherwise, but Judge Dooling modified the referee's report.

The United Properties holdings are subject to the agreement. The agreement is said to have been made aboard Smith's yacht in New York harbor.

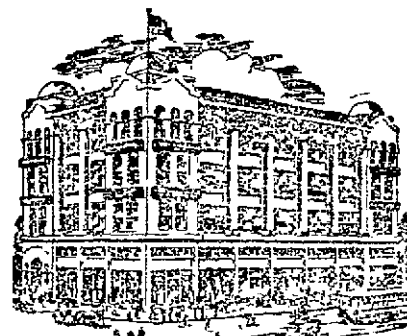
Pierce- Arrow

The PIERCE-ARROW Motor Car is made in limited quantities to meet the wishes of owners who know exactly what they want and are willing to pay for it.

Pierce-Arrow Pacific Sales Co., Inc.

Webster at 23d Street
Oakland, Cal.
Phone Lakeside 375

A Private School For Private Secretaries



Polytechnic Business College

13th and Madison Streets, Oakland

The only Business College in California that owns and occupies its own buildings, representing an investment of \$150,000.

Maintains a College Faculty whose standing and teaching experience are a guarantee to genuine service.

NOTE:—Business men who are in need of stenographers and private secretaries are requested to inform us a few days in advance in order that we may make recommendations adapted to the requirements.

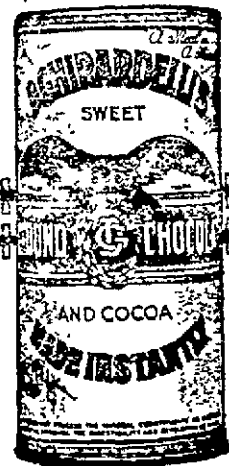
We Welcome the
TRIBUNE TO
13TH ST.
Polytechnic Business College
13th and Madison Sts., Oakland
W. E. Gibson, Pres., H. C. Ingram, Vice-Pres., First Nat. Bank Treas.

TIME TABLE

EFFECTIVE AUGUST 1, 1917.
OF LOCAL FERRY TRAINS
FROM OAKLAND AND BERKELEY TO SAN FRANCISCO
(DAILY EXCEPT AS NOTED)

BERKELEY		PIEDMONT		OAKLAND	
Univ. Ave. and Shattuck				12th and Broadway	22nd & Bdwy.
5:40	3:20	5:40	3:20	5:40	3:40
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2:40	12:20	2:40	12:00	2:40	12:40
3:00	12:40	3:00	12:20	3:00	13:00

*Daily except Sunday. *Sunday only. *Saturday and Sunday only.
Lv. 41st Av. and East 14th St. 25 minutes earlier than 22nd and Bdwy.
Lv. 14th and Bdwy. 7 minutes earlier than 22nd and Bdwy.
RUNNING TIME TO SAN FRANCISCO FROM ABOVE STATIONS.
35 MINUTES.
FOR FURTHER INFORMATION PHONE OAK. 4127.



HERE'S a friendly warning:
Always ask for Ghirardelli's
in this can—and see that you get it.

Only in this way are you sure
of getting the finest ground
chocolate produced.

Now that food conservation
is uppermost in the minds of
American housewives—more
women than ever appreciate the
kindly help and substantial
economy they find in each can
of Ghirardelli's.

A true conservation food
because—it supplies maximum
nutriment at minimum cost.

At your grocer's—in 1/2 lb.,
1 lb. and 3 lb. cans; a
tablespoonful—one cent's
worth—makes a cup.

D. GHIRARDELLI CO.

Since 1852 San Francisco

GHIRARDELLI'S Ground Chocolate



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—a train superior in
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—a car for every
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Goes to CHICAGO & Kansas City.

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1215 Broadway, Oakland—Phone Lakeside 425

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Phone Berkeley 700

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HONOLULU, YOKOHAMA, KORE, SHANGHAI, MANILA, HONGKONG, via Australia
New and Luxurious 11,000-ton America

S. S. "Ecuador"
S. S. "Panama"
S. S. "Venezuela"

MANILA—East India Service
S. S. "Singapore"
(Without Transshipment)
New American Steamers
S. S. "Santa Cruz"

PANAMA SERVICE
MEXICO, CENTRAL AMERICA, PANAMA
S. S. "Terra"
S. S. "San Jose"
S. S. "San Juan"
S. S. "City of Panama"

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SAN FRANCISCO, CAL.

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For Your Accommodation

the Savings Department of this bank will be
open this evening and every Saturday evening
from 6:30 until 8 o'clock to receive deposits
and open new accounts.

If banking during regular hours is inconvenient
you are invited to avail yourself of this
service.

The Oakland Bank of Savings

Twelfth and Broadway

HOLD SPECIAL EASTER RITES

The First Baptist church, Twenty-first and Telegraph avenue, Oakland, will hold special Easter services, both morning and evening, as follows:

thy Plummer-Streen, and full chorus choir; sermon, "The Conquering Christ," Rev. A. Ross Kitt: solo, "I Know That my Redeemer Liveth" (Messiah) (Hagedel), Mrs. Ada Barton.

7:30 p. m. (new time): Special musical service; contralto solo, "Easter Eve"

(Unobd.) Mrs. W. W. Randolph; "An Easter Meditation," Rev. A. Ross Kitt, Cantata, "The Lord of Light and Love" (Julian Edwards). 1—Organ prelude; 2—"Joy to the World," full chorus; 3—"Far Across the Sea of Silver," baritone solo and chorus; 4—"We Came Here in the Morning Grey," chorus of women; 5—"Fear Not," tenor solo; 6—"He Is

the Hope of All the World," soprano and alto duet; 7—"Lo! He Comes," full chorus; 8—"In the blessed Joy of Easter," soprano solo; 9—"Ring, O Ring, the Bells of Easter," full chorus.

The soloists for the day will be Mrs. Ada Barton, Mrs. Dorothy Plummer-Steen, sopranos; Mrs. W. W. Randolph, contralto; Lee Griswold, Sharna, tenors.

The Sunday school will present an Easter pageant entitled "The Cross in Congo Land," at 9:40 a. m.

The Ladies' Auxiliary will hold their regular monthly business meeting at the church on Tuesday afternoon. An interesting program has been prepared for the occasion.

FIRST BAPTIST, ALAMEDA.
At the First Baptist church, Santa Clara and Stanton streets, Alameda, the Welsh Evangelistic company, composed of Evangelist Howe and his helpers, will continue the meetings next week that were begun a week ago. The Pa-

The Sunday school session is at 9:45 a. m. The cradle roll rally will be held at the opening of the church services Sunday morning. There will be special Easter music at both the 11 o'clock and 7:30 services.

The pastor will deliver his Easter sermon in the morning and at night will preach an evangelistic sermon and administer the ordinance of baptism. Preceding the evening church services the Sunday school will give an Easter program at 6:30.

The Tenth Avenue Baptist Church has retained Rev. George Wallace Phillips of Ohio to preach at the summer services. Mr. Phillips preached to a crowded house last Sunday, his eloquent sermon "Lions and Honey," deeply stirring and impressing the people. This may be the last opportunity to hear him.

On Easter morning he will preach on "A Casket of Gems," or "The Value God puts upon his Children." In the evening he will give his famous sermon, "The Great Beyond."

Special music by the large choir under the direction of Dr. C. D. Goodman will be rendered morning and evening.

In the morning: Anthem, "He Lives, the Folds of Death Give Way" (W. Williams); anthem, "The Choir Angelic" (E. W. Hanson); anthem, "King of Kings" (Caleb Simper).

In the evening: Anthem, "Look, Ye Saints" (Adams) anthem, "Crossing the Bar" (George B. Nevin).

Mrs. C. B. Nevin.

ing again the solo, "Abide With Me" (Liddle).

A. J. Matthieu will render a French horn solo, "Good Bye" (Totsi).

BERKELEY NAZARENE CHURCH.
There will be an Easter sermon and special Easter music in the Church.

the Nazarene in Berkeley, the Church of the Nazarene, 1100 Broadway, corner of McKinley avenue and Bancroft way. The pastor, Mrs. Rose Potter Crist, will fill the pulpit both morning and evening. At the morning service at 11 o'clock the subject will be "Promises for Today and Tomorrow." At the evening service, "The Gospel of a New Start." Midweek meetings.

beginning with lunch at 6:15. Sunday school conference at 6:45, church conference at 7:15, prayer meeting at 7:45, 8:45 social time and at 9 choir and orchestra practice. Every one is welcome to all of these services.

◆◆◆

DIVINE SCIENCE.

Divine Science services will be held at Starr King Hall, Fourteenth and Castro streets, Sunday, at 11 a. m.
The sermon will be delivered by Rev. Helen E. Close on the subject, "Miracles and Life."
Special Easter music has been provided by Olive Reed Cushman.

BETHANY BAPTIST CHURCH.
The platform in the church has been remodeled and the ladies have been very busy laying carpets and putting the church in order for Easter.
The Easter sermon will be preached by the pastor, Rev. G. W. Disher, at the morning service. The subject will be "The Resurrection."

The resurrection and the life." There will be special music.

Young people's meeting at 7 p. m. Bessie and Emily Macfee, leaders. Subject, "A Christian's Equipment for Struggle."

The Sunday school will render an Easter program consisting of recitations and songs at 8 p. m.

23D AVENUE BAPTIST.
The Easter service at the Twenty-third Avenue Baptist church, Twenty-third avenue and East Seventeenth street will be one of the best the church has ever known. The results of decision day were gratifying.

Christ and also several decisions to unite with the church. Others are expected to do one or both on Easter, which we call "reception day." Throughout the day special Easter music will be rendered.

In the morning the pastor's subject will be the sixth in the series on "Deep Things About Prayer," the subject being "The Hardest Prayer."

In the evening Rev. John N. Garst will preach on the subject, "When Sin Becomes Unpopular." The ordinance of baptism will be observed during the evening service. A striking feature of the evening service will be a spot light on an illuminated cross with an angel in the background, with the inscription, "Hail, O Christ."

The order of services for the morning:
Voluntary: professional hymn; doxology;
invocation; anthem, "Hallelujahs";
Christ Is Risen" (Tours); song, "Gloria"
(Granier)—tenor solo, J. F. Talbot;
scripture reading and "Gloria";
anthem, "They Have Taken Away My
Lord" (Stainer); prayer and response;

announcements; worship; and offering;
anthem, "Unfold Ye Portals" (Gounod);
sermon, "The Hardest Prayer Ever
Prayed"; invitation for confession of
Christian faith or church membership;
hymn: benediction.
Eventide: Organ prelude; processional
hymn; hymn: prayer and response; an-
them, "Now Is Christ Risen" (Stinner);

announcements; offerings; offertory solo, selected—bass solo, J. P. Pettit; scripture reading; anthem, "I Am He That Liveth" (Shaner); sermon, "When Sin Became Unpopular"; anthem, "Gloria in Excelsis" (Mozart); baptism administered; benediction.

Easter

I am the resurrection, and the life: he that believeth in me, though he were dead, yet shall he live."—St. John 11:25

"Saying, the Lord is risen. . . . And as they thus spake, Jesus himself stood in the midst of them, and saith unto them, Peace be unto you." St. Luke, 24:34, 36.

"And he saith unto them, Be not affrighted; ye seek Jesus of Nazareth, which was crucified; he is risen; he is not here; behold the place where they laid him." St. Mark 16:6.

"He is not here, for he is risen, as he said. . . . And go quickly and tell his disciples that he is risen from the dead." St. Matthew 28:6, 7.



First Presbyterian Church

BROADWAY AND TWENTY-SIXTH STREET

GREAT EASTER SERVICES

OAKLAND'S TEMPLE BEAUTIFUL

Dr. Silsley Will Preach

11:00 A. M.: "The Power of the Risen Christ"

7:30 P. M.: "A Remarkable Man's Vision of Heaven"

EASTER CANTATA—GOUNOD'S "REDEMPTION," BY CLARENCE EDDY

WORLD FAMED ORGANIST, AND THE TEMPLE CHORUS OF FORTY VOICES

PRIVATE SMITH, UNIFORMED SOLDIER, A WONDERFUL TENOR, WILL SING A SOLO AT THE EVENING SERVICE.

EASTER DECORATIONS OF PALMS AND CALLAS

ST. STEPHENS M. E.
The services at St. Stephen's Methodist Church, Thirteenth avenue and East Thirty-sixth street, Rev. T. A. Story, pastor, will begin with a sunrise prayer meeting, held by the Epworth League. The Easter service, communion and reception of members will be at 11 a. m. Instead of evening preaching service Miss Ethel Illington Story is to read appropriate Easter selections at 7:45 p. m.

BISHOP LEONARD TO SPEAK.
Friday evening at 7:30 a great banquet is to be held at the Eighth Avenue Methodist Church, where Bishop Leonard will address two hundred young people. Look for other important features of the program in Monday's TRIBUNE.

ST. JOHN'S PRESBYTERIAN.
At St. John's Presbyterian Church, Berkeley, Rev. Howard Agnew Johnston, D.D., of Chicago will occupy the pulpit both morning and evening. Dr. Johnston is one of the most widely known ministers in the Presbyterian church and is a speaker of great power. St. John's church choir, under the direction of Howard E. Pratt, will sing at both morning and evening services, and has prepared a very attractive musical program for these services.

TEMPLE SINAL.
The passover program for the week at Temple Sinal began with a children's meeting last Sunday morning. Passover eve was celebrated Wednesday at 6:10 p. m. and passover morning Thursday at 1:15 a. m. Rabbi Harvey B. Franklin delivering an address on "Unleavened Bread, the Bitter and the Sweet."
His subject on Friday night was "The Vacant Chair," and on Sabbath day, March 30, "Let Music Swell the Breeze." Tomorrow will be observed as Oakland day for our Jewish soldiers and sailors. Tuesday, the "Seventh Day Passover," will be celebrated.
At a passover meeting Wednesday, April 2, at 10:15 a. m., the Rabbi's theme will be "That Ye May Remember and Do."
The Daughters of Israel hold a meeting Wednesday afternoon at 2:30 in Covenant hall with the following program: An address, Dr. Jacob Sinal, violin solo, Mrs. Cedric Wright, accompanist, Mrs. Margaret Hughes, readings, Mrs. Alice Farrington.
The April meeting of the sisterhood will be held Tuesday, April 9. Professor Suzanne E. Throp of Mills College will deliver an address on "Russian Novelists of the Russian Revolution."
Vocal selections will be rendered by Madame Josephine Delness.

THE CHURCH OF THE UNIVERSAL CHRIST

HOTEL OAKLAND, ROSE ROOM, ALICE ST. ENTRANCE

BERNARD C. RUGGLES, Minister

EASTER MORNING MUSICALS
10 a. m. (New Time)

EASTER MORNING SERVICE
11 a. m. (New Time)

MISS BETH TANGBURN, Harpist
MR. HARRIS HOBORN, Saxophone
MISS MARY S. HEINZ, Soprano
MR. D. PARSONS, Baritone
MISS MARIAN OLIVER, Pianist

Reading: "The White Comrade"

Sermon: "West of Death"
Mrs. Edward Allen, soloist

FIRST CHURCH OF PSYCHO-SCIENCE

Corinthian Hall, 16th and Jefferson Sts.
H. ROBERT SINCLAIR, Pastor
EASTER SUNDAY, MARCH 31, 1918—8 P. M.
SUBJECT

"Phenomena of Psycho Science"

REGULAR MONTH ENDING
BROAD LIGHT PSYCHIC DEMONSTRATION
TWENTY-FIVE-CENT SILVER OFFERING
ALL WELCOME

DIVINE SCIENCE DIVINE SCIENCE

DIVINE SCIENCE SERVICES

STARR-KING HALL, 14TH AND CASTRO STS.
SUNDAY, 11 A. M. (NEW TIME)
SERMON BY REV. HELEN E. CLOSE
Subject: "The Miracle of Life"
SPECIAL EASTER MUSIC
PROVIDED BY MRS. OLIVE REED CUSHMAN

TABERNACLE OF DAVID

and Kingdom of Spiritual Israel, successor to Old Israel, is now being restored by the Prophet Joshua, who is sealing the 144,000, thereby preparing a people for to receive Jesus the Lamb, who is soon coming to receive his kingdom for which he died. Do not be prejudiced against this prophet or people by what you hear, for he is hated and calumniously lied about by the enemies of truth and holiness, as was Jesus and his apostles. He challenges the world to put their finger on one stain upon his moral character unbecoming a gentleman, much less a prophet in Israel, from his cradle up to the present; also that of his people or doctrine he is teaching. Satan's weapons are lies and slanders, while that of Jesus is truth and righteousness. Come and hear the wonderful gospel this prophet is teaching, such as has not neither can be taught by the Gentile world.

Special services are being conducted in the Tabernacle Northwest corner of Shattuck avenue and Derby street, Berkeley, Cal. Every evening, 7 o'clock; Sabbath day, Sundays, 11 a. m., 3 and 7 p. m. To these meetings all are invited, both Jew and Gentile, regardless of color, creed or nationality.

NAZARENE

Nazarene Church

COR. NINTH AND WEST STS.
REV. E. S. WALKER,
D. D., general superintendent,
will preach the Easter
Sermon at 11 A. M. Dr.
Walker will also preach at
7:30 P. M.

SPIRITUAL TRUTH

SPIRITUAL TRUTH CHURCH, 529 12th
st., Blake Hall—Sunday, 2:30 p. m.,
Easter services; special musical
program; piano solos, Prof. Du Gave, Al-
bertha Blair; baritone solo, Raymond
Schrader; vocal solos, Mrs. Wikstrom,
Miss Geisenger, Mr. Edward Blair, Mr.
George Rose and Charlotte Bennett,
Marion West, Julia Verig; messengers,
Mrs. Grimes, assistant minister; Mrs.
McMillen, minister.

PRESBYTERIAN

Golden Gate Presbyterian
55th and Gaskill sts.
Rev. H. W. Hirschbach, Pastor.

Easter music under direction of Isabella Mary Smith. Soloists, Miss Smith, Leander Homer O'Brien, Margaret Ely and H. T. Russell.
Morning—Anthem, "See Now the Altar Garlanded With Flowers" (Faure); duet, "O Bells in the Steeple" (Norris); anthem, "Christ Arose" (Lover); tenor solo, "Beyond the Dawn" (Sanderson); soprano solo, "Angels Roll the Rock Away" (Hawley).
Evening—Anthem, "Seek Ye the Lord" (Roberts); duet, "Christ is Risen" (Warburton); soprano solo, "I Know That My Redeemer Liveth" (Handel).

UNITED PRESBYTERIAN

FIRST UNITED
PRESBYTERIAN

COLLEGE AVE. AND HARWOOD
JAMES F. ROSS, D. D., Pastor.
At 11 A. M. the pastor's theme:

"RESURRECTION TRIUMPH"

SPECIAL MUSIC
RECEPTION OF MEMBERS
COMMUNION
TOPIC AT 8 P. M.:

"THE GREAT FIND"

A HEARTY WELCOME TO ALL
Hours of service according to the
new government schedule.

CAUTION!!

PUT YOUR
CLOCK AHEAD
ONE HOUR
THESE SERVICES
WILL BE
HELD AT THE
NEW TIME

PRESBYTERIAN

BROOKLYN CHURCH

(PRESBYTERIAN)
TWELFTH AVE. AND EAST FIFTEENTH ST.
HOWARD I. KERR, D.D., Minister
11 A. M.:

EASTER COMMUNION SERVICE

THIRTY-FIVE NEW MEMBERS WILL BE RECEIVED
BAPTISM OF CHILDREN
MEDITATION—"GUESTS OF A RISEN HOST"
ROBERT ROURKE, VIOLINIST
7:30 P. M.:

EASTER MUSICAL SERVICE

BROOKLYN VESTED CHOIR

PRESBYTERIAN

FIRST METHODIST EPISCOPAL CHURCH

REV. JOHN STEPHENS, D. D., Pastor.
BROADWAY AND TWENTY-FOURTH ST.
11 A. M. (NEW TIME)

EASTER---1918

8 P. M.: GREAT CHORAL SERVICE
CHOIR OF FIFTY VOICES, WITH ORGAN,
VIOLIN AND CELLO.
ADDRESS BY PASTOR.

CHRISTIAN



"The Battle Over An Empty Grave"

THEME OF EASTER SERMON AT 11 A. M.:

First Christian Church

GRAND AVENUE AND WEBSTER STREET
ONE BLOCK EAST OF KEY ROUTE INN

SERVICES BY

REV. H. A. VAN WINKLE, Pastor

Largest Sunday School ever assembled in this Church at 9:45

EVENING SERMON AT 8 O'CLOCK

"Transfigured Scars"

SPECIAL EASTER MUSIC AT BOTH SERVICES
GREAT CHORUS OF THIRTY VOICES

METHODIST

COLLEGE AVENUE METHODIST

CHURCH OF S.E. BERKELEY
AND NORTH OAKLAND,
Corner Russell st. Berkeley.
L. R. FULMER, Pastor
9:45—SUNDAY-SCHOOL
10:00—SPECIAL EASTER MUSIC AND
SERMON BY THE PASTOR.
7:00—EASTER MUSICAL CONCERT BY
CHOIR AND ORCHESTRA.
ALL CORDIALLY INVITED.

Eighth Ave. Church

EIGHTH AVE. AND EAST 17TH
REV. JAS. WHITAKER, Pastor
11 a. m., "WHERE IS CHRIST?"
Special Music by Choir.

7:30 p. m., EASTER SERVICES
by the members of Sunday School
Easter Cantata—Chorus Choir

OAKLAND TRUTH CENTER

Oakland Truth Center Special Easter Services

Sunday morning at 11, March 31.
In Ball Room, Hotel Oakland.
Joint services by Christian D. Larson
and Leif A. Andrews.
SPECIAL MUSIC
Soprano solo by Charlotte Goodard Kelley
Violin solo by Mrs. Christian D. Larson
Organist, Robert Lloyd, U. S. Army
Song leader; special quartet

The above services and musical program
will also be given Easter Sunday
night at 8, at
NATIVE SONS BUILDING
414 MASON ST., NEAR GEARY, S. F.
Welcome to Everybody.

METHODIST EPISCOPAL

ST. STEPHENS, 12th ave., cor. E. 36th
st., T. A. Story, pastor—Sunday school,
9:45; worship, 11 a. m. and 7:45 p. m.

LUTHERAN

ST. MICHAEL'S (English), Alcatraz, at
Benvenue, west of College; H. M.
Leach, pastor—RS. at 9:45; worship at
11, Luther League at 7; organ recital
at 8 o'clock.

FRUITVALE CHRISTIAN EASTER MUSICALS

7:30 P. M. (NEW TIME):

SEVEN SOLOISTS

CHORUS OF 20 VOICES

WE CORDIALLY INVITE ALL

WHO ENJOY SACRED MUSIC

MORNING THEME:

"JESUS ALIVE—THE WORLD'S VICTORY"

R. O. YOUTZ, Minister

METHODIST (SOUTH)

METHODIST (SOUTH)

PIONEER MEMORIAL CHURCH

TELEGRAPH AVE. AND 37TH ST.

HAROLD GOVETTE, Pastor

11 A. M.:

"The Power of the Resurrection"

GRAND MUSICAL PROGRAM

7:30 P. M.:

"EASTER JOYS"

SACRED CONCERT
BY OAKLAND'S BEST VOICES

METHODIST EPISCOPAL

METHODIST EPISCOPAL

Grace M. E. Church

34TH AND MARKET STS.
PHINEAS T. LYNN, Pastor
11 A. M.: "COLLIGATION"
"THE CROSS AND THE
TOMB"

BY 30 YOUNG PEOPLE
7:45 P. M.: "CANTATA"
"THE RESURRECTION HOPE"
BY THE CHOIR, 20 VOICES
A. H. PIEPENBURG, Director

Golden Gate M. E. Church

56TH AND SAN PABLO AVE.

SPECIAL EASTER SERVICE

by Sunday school at 10:30 Sunday
morning.

EASTER SERMON

by pastor at 8 o'clock in the evening.



"And the Angel Said, Fear Not Ye!"

OPTIMISM AND HIGH COURAGE WILL BE
THE EASTER KEYNOTE AT THE

First Congregational Church

"The Downtown Church"

TWELFTH AND CLAY STREETS,
ONE BLOCK FROM CITY HALL

Rev. F. A. Van Horn, Minister

9:45—CHURCH SCHOOL EXERCISES

11:00—MORNING WORSHIP. SERMON:
"THE HOPE OF GLORY"

5:00—COMMUNION HOUR

6:00—SOCIAL HOUR

7:00—CHRISTIAN ENDEAVOR—YOUNG
FOLKS' HOUR

8:00—ORATORIO SERVICE—"THE HOLY CITY"
CHORUS OF SIXTY—BEST OF SOLOISTS

CHANGE YOUR CLOCKS.
The churches of this city will hold all
their services according to the new time,
beginning Sunday morning. To be ready
for this change all clocks and watches
should be set ahead an hour on Saturday
night.

ST. JOHN'S EPISCOPAL.
The principal Easter service at St.
John's church, Eighth and Grove streets,
will be held at 11 a. m. (new time).
Eyre's mass in E. flat will be sung.
Solemn procession, "Hall Festal Day."
Autism by Barab, "Break Forth into
Joy." Master Harry Gies, soloist. Ser-
mon by Rev. Irving Spencer, "The Power
of His Resurrection."

BAPTIST

BAPTIST

SPECIAL CANTATA

BY EMINENT SOLOISTS AND LARGE CHOIR
DIRECTION F. A. WOODWARD

AT 7:30 P. M.

"THE LORD OF LIGHT AND LOVE"

BY JULIAN EDWARD

Also "AN EASTER MEDITATION"

REV. ROSS KITT

AT 11 A. M., SERMON:

"THE CONQUERING CHRIST"

FIRST BAPTIST CHURCH : TELEGRAPH AVE.
AND 21ST STREET

Boulevard

Congregational

AT FIFTY-SEVENTH AVE.

JAMES B. ORR, Minister

11 A. M. (NEW TIME)

"Why We Keep

Sunday Our Sabbath"

8 P. M. (NEW TIME)

"EASTER

JOYS"

Congregational

All services at 11 and 7:30. Sunday-
school at 9:45. C. E. at 8:15. Mid-week
meeting Wednesday evenings.
FIRST—12th and Clay sts.; F. J. Van
Horn, pastor.

CALVARY—36th and Grove; C. S. Price,
acting pastor.

PILGRIM—8th ave. nr. E. 18th; Rev.
John W. Buckham, pastor.

MYRTLE ST.—12th and Myrtle sts.; no
evening service.

FRUITVALE—Fruitvale ave. and E. 16th;
C. F. Clarke, pastor.

GRACE—1st ave. at Ragsdale; Griffith
Griffiths, pastor.

WARD MEMORIAL, Ford and Derby sts.;
E. Oak; Emanuel Hoskins, pastor; no
evening service.

PLYMOUTH—Piedmont and Yosemite; C.
L. Kloss, acting pastor.

(See large adv.)

JAPANESE—Sycamore, near Grove; K.
Nukaga, pastor.

BOULEVARD—Foothill Boulevard and
57th; J. B. Orr, pastor.

OLIVET—Shafter ave., near College; F.
W. Morrison, pastor.

BERKELEY.

Easter at St. Paul's

CORNER OF GRAND AVENUE AND MONTECITO AVENUE
The Most Beautiful Episcopal Church in California

Picturesquely situated at the North end of Lake Merritt

TAKE GRAND AVENUE OR LAKE SHORE CARS

HOLY EUCHARIST at 7 a. m., 8 a. m. and 11 a. m.

9:45 A. M.

CHILDREN'S SERVICE

4:30 P. M.

FESTIVAL EASTER SERVICE BY GREAT CHOIR

"THE SON OF GOD"

IN SONG WITH THE RESURRECTION CLIMAX

EPISCOPAL

EPISCOPAL

Rev. George Wallace Phillips

"THE EMINENT OHIO PREACHER"

at the

TENTH AVENUE BAPTIST

11 A. M. (NEW TIME)

A Casket of Gems"

MR. A. J. MATHIEU, French horn soloist,

will play Tosti's "GOOD-BYE"

Special Music by the Tenth Avenue Renowned Choir

Dr. C. D. Goodman, Director

Evening Service, 7:45 P. M. (New Time)

Subject: "The Great Beyond"

Seats Free. Come early and be assured of a good seat

Baptist Directory

FIRST, OAKLAND—Jones and Tele-
graph. William Keeney Towner, pastor.

FIRST, BERKELEY—Haste and Dana.
David A. Pitt, pastor.

FIRST, ALAMEDA—Santa Clara and
Stanton. Arthur P. Brown, pastor.

23RD AV., at E. 11th; J. M. Garst, pastor.

TENTH AVENUE CHURCH—30th ave.
at E. 14th; E. L. Spaulding, pastor.

MELROSE—47th ave. and Bond st. H.
D. Zimmerman, pastor.

BETHANY—Penniman ave., near 35th
ave.; C. W. Fisher, pastor.

ELMHURST—9th ave. and Holly. H. G.
Jackson, pastor.

DANO-NORWEGIAN—14th st. and 25th
ave. No pastor.

GOLDEN GATE—54th and Park ave. R.
G. Bayles, student pastor.

SWEDISH—Cor. Magnolia and 10th st.
B. L. Carlton, pastor.

BETH EDEN—Fibber, bet. 7th and 8th
sts. S. W. Hawkins, pastor.

SAN PABLO—Ford Kitchel, pastor, 2265
E. 19th st., Oakland.

NORTH OAKLAND—Bet. San Pablo and
West. G. C. Colman, pastor.

ALAMEDA CHURCHES

METHODIST

First Methodist

Episcopal Church

(Alameda)

REV. E. R. DILLE, D. D., Pastor

11 A. M.

SPECIAL EASTER MUSIC

BY AUGMENTED CHOIR

Sermon:

"SHALL WE LIVE AGAIN?"

7:45 P. M., CANTATA

"THE CROSS VICTORIOUS"

Address by Pastor:

"AN EASTER MESSAGE FOR

WAR TIME"

CONGREGATIONAL

FIRST CONGREGATIONAL

CHURCH

CENTRAL AVE. AND CHESTNUT ST.

ALAMEDA.

REV. CHAS. LEON MEARS, Minister

11 A. M.:

"EASTER

GOOD CHEER"

Chorus choir, forty voices and soloists

7:30 P. M.:

GRAND EASTER CONCERT

Augmented choir assisted by leading

soloists, presenting the great Easter

anthems of the church.

EVERYONE WELCOME.

PRESBYTERIAN

First Presbyterian
Church

Santa Clara ave. at Chestnut st.

Alameda.

Rev. Herbert Thomson, Pastor.

Morning

"WHAT SHALL THE HARVEST BE?"

Vespers, 5 o'clock.

"THIS PRESENT"

Special Easter music at both services.

An Hour of Music at Vespers.

(See program in another column.)

CHRISTIAN

FIRST CHRISTIAN CHURCH, cor. San

Jose and Park aves.—Sunday-school, 10

a. m.; communion, 11 a. m.; Endeavor,

6:30 p. m.; Dr. J. H. Henry Monk, pas-

tor; preaching, 11 and 7:45 p. m.

Easter at Plymouth

CHARLES LUTHER KLOSS, Minister

11:00 A. M., SERMON:

"STONES ROLLED AWAY"

7:45 P. M., Short Story:

"AN EASTER MESSAGE"

Unusual Musical Programs—both services, fea-
turing old Traditional Melodies, 16th Century,
with Stevenson's Cantata, "EASTER EVE AND
MORN," at evening service.
Plymouth Vested Choir, Alexander Stewart,
director. William Carruth, organist, and assist-
ing soloists.

CHRISTIAN AND MISSIONARY ALLIANCE

EASTER SERVICES

AS USUAL AT THE

GOSPEL TABERNACLE

OF THE

CHRISTIAN AND MISSIONARY ALLIANCE

TWENTY-FIRST STREET, BETWEEN SAN PABLO AVENUE AND

BRUSH STREET, OAKLAND

SERVICES 11 A. M. AND 7:30 P. M.

BY PASTOR—REV. HERBERT DYKE

Preliminary announcement of annual missionary convention

APRIL 14TH TO 21ST, Inclusive

Strong platform of speakers promised.

WATCH Papers for Further Information.

CAUTION!!

PUT YOUR
CLOCK AHEAD
ONE HOUR
THESE SERVICES
WILL BE
HELD AT THE
NEW TIME

METHODIST

FRUITVALE M. E., cor. School st. and

Boston ave.; C. W. Koehler—11 a. m.,

"Historical and Experimental Facts";

8 p. m., special Easter music.

BIBLES

Largest Variety—Lowest Prices.
Gospel Books and Tracts
Western Book & Tract Co.,
1817 Telegraph ave., Oakland, Cal.
Phone Oakland 3432.

St. Peter's Episcopal Church

ROCKRIDGE

LAWTON AVE. NEAR BROADWAY

EDGAR F. GEE, Rector

7:30 A. M. HOLY COMMUNION

9:45 A. M. CHILDREN'S FESTIVAL

SERVICE

11:15 A. M. CHORAL EUCHARIST

7:30 P. M. FESTAL EVENSONG

WITH SERMON BY THE RECTOR

ST. PHILIP'S CHURCH

(Episcopal)

Nicol ave. and Capp st., Fruitvale.

Rev. Mardon D. Wilson, rector.

Easter Services—Holy communion, 7:30

a. m.; Sunday school, 9:45 a. m.; morn-

ing prayer and holy communion, 11 a. m.

For this 11 a. m. service special music

has been prepared. Seats free at all

services. The hours for these services

will be according to the new time

schedule.

GOOD SAMARITAN

N. E. Cor. 9th and Oak Sts.

SUNDAY SCHOOL, 10 A. M.

SERMON AT 12 O'CLOCK

REV. A. L. MITCHELL, Vicar

ST. ANDREW'S EPISCOPAL

CHURCH

Cor. of W. 12th and Magnolia Sts.

REV. A. L. MITCHELL, Rector

HOLY INNOCENTS

SHATTUCK AVE. NR. 55TH ST.

W. T. HOLT, Vicar

EASTER SERVICES

CHORAL EUCHARIST

COMMUNION—DEVOTIONAL

THE VICAR WILL

PREACH AND OFFICIATE

ST. ANDREW'S EPISCOPAL

CHURCH

Cor. of W. 12th and Magnolia Sts.

REV. A. L. MITCHELL, Rector

7:30 A. M.: Holy Communion.

9:45 A. M.: Holy Communion, Sermon

and Special Music.

10:30 A. M.: Sunday School Session and

Service.

8:45 P. M.: Evening Prayer and Ses-

son.

All are cordially invited and visiting

members and communicants of the Epis-

copal Church.

EPISCOPAL

ST. PHILLIPS

Nicol ave. and Capp st., Fruitvale; Rev.

Mardon D. Wilson, rector; S. S., 9:45 a.

m.; services, 11 a. m. and 7:30 p. m.

CHRISTIAN SCIENCE

CHURCHES OF CHRIST, SCIENTIST—

First Church, 14th and Franklin sts.;

Second Church, 34th and Elm sts., one

block east of Telegraph ave.; Third

Church, Fruitvale Pythian Castle, 225

F. 14th st.; Fourth Church, Oakland

Municipal Auditorium; Fifth Church,

O. O. F. Hall, E. 14th st. and 92d ave.;

Sixth Church, 5th 41st st., two blocks

east of Broadway; Seventh Church,

Harrison Boulevard, bet. 23rd and 24th

sts. Subject tomorrow: "REALITY."

Sunday services at 11 a. m., Sunday-

schools at 10:30 a. m.; Wednesday testi-

monial meetings at 8 p. m.; Sunday

evening services at First, Second and



Seventh churches at 8 o'clock.

Reading rooms open daily, excepting

Sundays and holidays. Perry Bldg., 414

13th st., from 9:30 a. m. to 9 p. m., ex-

PROPERTY TO EXCHANGE. PROPERTY TO EXCHANGE

 **G.A. WILLIAMS**
TRADES 

366 14TH ST., OAKLAND

We Buy, Sell and Exchange City and Country Property
Also, Automobiles, Real Estate, Stocks and Bonds

Good Business Opportunities
10-ACRE RANCH
 Thirty miles from Oak: level, good

APT SNAP, \$2036, 45-rm modern l
 rent \$200, always full; clears \$25
 month, never offered for sale b

Good well, mill and tank; \$2200, \$750 cash, 2-year flat loan balance, or consider exchange. What have you?

5 HOUSES FOR \$6500

BUNGALOW. \$3700. COST \$5000.
 In fashionable Rockledge. 4 rooms.
 strictly modern; hawd doors beamed,
 paneled, garage; lot 40x110, terraced.
 IMPROVED AND UNIMP FOR OAK-
 LAND, BERKELEY OR ALAMEDA.
 SPORTS AND FISHING IN VALLEY.
 FROM \$500 UP. REAL BARGAINS
 CLOSE TO OAKLAND.
 40 acres in Grass Valley; well improved;
 under irrigation; about 300 apple, peach
 and pear trees, good soil, value \$4500,
 bargain for cash or exchange for bungalow
 in Oakland.
 5-acre fruit ranch in Castro Valley; all

for sale.
 50-rr transient house; center of
 land; \$5000, 1/2 cash, rent \$200, clear
 month.
 35-room apartment; house, together
 new cement bungalow, in Los Angeles
 country; house, trade all or part for
 \$3500—50-room hotel; apartment
 transient; very central, clears \$200
 clear place, stand investigation

GROCERY STORE—\$5
 All new stock and fixtures—nice
 rooms, good location, established 10

Delicatessen in apartment house
 tract, across from large school, doing
 business, will sell at a bargain.

\$4500—Modern apartment house of 25 2 and 3-room apartments; furniture and car-
pet, close in; open for livestock cheap rent.

HOUSES FOR SALE—Continued **PROPERTY TO EXCHANGE**

2 blocks east of San Pablo ave., near
Jassy local station, terms. T. T.
Frickstad, OWNER, 2145 Stuart st,
Berkeley.

ON easy terms, beautiful 6-room bungalow with sleeping porch; 5107 Footfall Blvd. All people, bungalow, also a fine

PRICE REDUCED \$1600
Modern cement cottage on a corner.
both in Melrose Heights, Oakland's
warm belt Phone Fruitvale 44-J

Route, real bargain, \$2500. terms.
G. B. BURR,
11748 Broadway. Phone Oakland 2900.

SNAP—Easy terms; new, modern 5-rm.
bungalow and corner store, fine loca-
tion.

Call Los Angeles vicinity. Address
Frisbie st. Oakland, ph Oak 1044.

PROPERTY WANTED.

SMALL payment down, balance \$20 per month, practically new 3-room and bath bungalow, corner lot, near S. F. trains, cars, schools, stores. 4910 E. 11th st. or, Oakland 6500

\$25 down, \$25 per month, buys a new bungalow (just completed); desirable neighborhood, Fruitvale, fine view; near S F transportation, street cars, schools, etc.; all the built-in features that you

inet, breakfast nook, sleeping porch, real bargains, 322 US Hwy 1, hearing system; garage. Why pay rent N Elder, Syndicate Bldg; Oak when you can own a home on these We specialize on real estate exchange terms? Answer now. Owner, Box 2027, Tribune.

WE absolutely guarantee to sell property anywhere, our system

house, 3 bedrooms, sleeping porch, delightful sun porch, garage, can be had just like rent, in restricted and

FLATS FOR SALE.
SWEET 11 rm. flats, 5 bks. Tafts',
one, entrance, shunyards, always

pay down on a home I can show you the biggest buy in Oakland, owner simply must have money and making a big sacrifice, reducing from \$6500 to \$4000 to make immediate sale, \$3,000 can

\$2350—MODERN 5-room cottage, cement
furnish, close to San Gabriel river, bus, and
particulars see only J Walter Lay-
man, 1432 Broadway, Oakland, Cal.

located 1125 Marin ave., owner at property balance of week and Sunday Key next door Ph. Berk. 4213 Sam J. Smith, 414 Oakland Bank bld

home, dining room, wood-burning stove, 1% on good country property
rooms lin. carpet included, near Key amount, large or small, in any des
Route, bargain, don't want. N. B. locality
Clarke, 3218 E. 14th st.

GEO. W. AUSTIN
1538 Broadway, near 15th st.

ages; \$2850 up. Rents-Exchanges,
Young's, 5302 Telegraph; Piedmont 3254.

Phone Oakland 995.

REAL ESTATE LOAN
City 54 6 7% Ea

5-ROOM bungalow, large lot, fruit, close to trains Phone F'ch. 1893W.

ALAMEDA REAL ESTATE.

Ready money, any amounts.
CHARLES M. WOOD C
507 Syndicate Bldg.: phone Lake.

\$2,750—WILLIAM walking distance to Union Iron Works, two dandy new 4-room bungalows.

\$2,750—4 rooms, sleeping porch and garage, nice neighborhood, classy home.

E. H. Lohmann
213 Union Savings Bank Building
15th and Broadway Oakland

We have several others which can be had on easy terms
G H NOBLE, Builder,
2205 Santa Clara ave Phone Ala. 3510.

BUSINESS PROPERTY FOR SALE.
 \$4500—BUSINESS cor., 3 stores, flat, 4
 rms; mtg \$3000 can stand. \$1000 cash.
 act quick; big buy for anyone. Box

REAL ESTATE LOAN
 Any amount ready at 6% and
KOENIG & KROLL 444 11th
 Ph. Oa.

COUNTRY REAL ESTATE.
A PROPOSITION EXTRAORDINARY.
16 acres 1 mile town, Main Sacramento-
Marysville road, 13 a. Tuscan and Phil-
adelpia.

MONEY WANTED.
I DESIRE to borrow \$13,000 on a

to sell and send on easy terms, or might consider other property in exchange. Box 8075, Tribune.

A— STOP.

WE CAN PLACE YOUR IDLE MONEY ON FIRST MORTGAGES, 6% TO

RIGHT AT CORKLAND,
\$50, \$75, \$125, \$175 to \$100 an acre
(farmers' prices)
For sale off of my big Rancho Canada
del Hambre holdings. For directions,
map and price list, write or call on owner.

land 612) Artistic, beautiful and productive suburban acres.
A SNAP
 255 acres in barley under ditch; good

quick action. Owner, Box 13732, Tribune
FINE 3 1/2 acres, 4-room house, barn,
chicken houses, orchard, on creek and
electric ry 1/2 mi. to Oakland. (\$250)
depos. Putnam Co. Walnut Creek, Ph.

FOR SALE—In town. 1 acre of ground, good 12-room house and barn; street and sewer work done, no exchanges. Phone San Leandro 14-J.

INVESTMENTS.

BUSINESS man buys Liberty bonds.

ON highway, half mile from Alameda, highly improved A1 land, sub-irrigated, price and terms will surely suit, recog-

Continued on Next Page.

NEW HOME OF THE TRIBUNE PERFECT IN EVERY DETAIL

SIX STORIES DEVOTED TO MAKING OF NEWSPAPER

THE great modern newspaper is the nerve center of the community which it serves. Whatever happens in any part of this community, or in any part of the world, which is of importance to even a comparatively small number of people, must be seized upon, conveyed swiftly to the central organism, weighed, handled and put into readable form to be shot out again into the community that it may reach those persons to whom it is of value in the shortest possible time.

The metropolitan newspaper is thus the servant of the people. It is a clearing house for modern democracy, an agency of civilization. The evolution of the great modern newspaper has been dependent upon, has been made only possible by, the development of mechanical equipment. The old hand press and block type could serve a small community, and the limited educated class within that community, to a certain extent. But the newspaper of today is absolutely dependent upon the lightning-like speed and accuracy of modern mechanical equipment to serve a community of tens of thousands of readers in carrying out its daily task.

NEEDS OF MECHANICAL AIDS ARE MANY. Without the modern press, with its motor power, its cylinders revolving at high speed, its devices for handling large "bulletin" news, the newspaper of today would not be a possibility. Without the linotype machine, with its almost uncanny intelligence, the volume of reading matter set in and given to the public each day would be unthinkable. Without the highly developed systems of communication, telegraph, telephone, typewriter, pneumatic tube systems, inter-departmental phone systems, the expeditious handling of this mass of news matter would be beyond the powers of any organization, no matter how highly specialized.

Realizing the importance of the mechanical plant, the present management of The Oakland TRIBUNE set the ideal in planning a new building of providing every department with ample room in which to expand, and of furnishing the mechanical means of despatching the work in hand that would mark the furthest reaches science and mechanics have been able to invent and perfect for human use.

MODERN NEWSPAPER LOCATION IS CENTRAL

The modern metropolitan newspaper should be central. This need was recognized in the selection of a location. The new home of The TRIBUNE at Thirteenth and Franklin streets is at the heart of the city. It is close to the banks, department stores, shopping district, hotels and the local and suburban street car lines. Its location is one that makes it possible to give a maximum of service with the greatest possible convenience to the public.

This desire to give service is symbolized in the great clock tower which has been erected to crown the building, a tower which is a landmark by day and whose flashing electric lights will make it a veritable beacon at night, and whose 15-foot clock faces, fronting the four points of the compass, can be read from a radius of several miles around.

The new building is a six-story reinforced concrete structure, with brick facing, the brick being interlocked. It has a frontage of 60 feet on Thirteenth street and of 100 feet on Franklin.

The entire building, including the basement and basement space under the sidewalks, and the roof, will be occupied and used by The Oakland TRIBUNE.

When the present management assumed control of the paper and decided upon the necessity of moving from the old inadequate plant at Eighth and Franklin streets, a search was made for a building that might suit the needs of the plant. This was found in the present structure, which was erected at a time when particular attention was directed to fire and earthquake-proof construction. It is a class A building, the foundations and floors being planned to carry excessive weights. This made it ideal for the purposes of a newspaper plant, with its heavy presses and other equipment. In addition to this, the floors had never been partitioned, making the complete rearrangement of the interior a task easily accomplished.

Edward T. Foulkes, architect of the building, who was familiar with every detail of its construction, was employed to assist in reshaping the structure to The TRIBUNE's needs.

CAREFUL STUDY MADE OF DEPARTMENT NEEDS

Careful study was made of the requirements of every department before the reconstruction was commenced. Heads of departments and employees, as well as experts from the East, were consulted in planning out the new plant. Many newspaper offices were visited. When every department had been considered, with a special view to the convenience of the public, the floors were assigned and the details of equipment and arrangement entered upon by the experts and the architect.

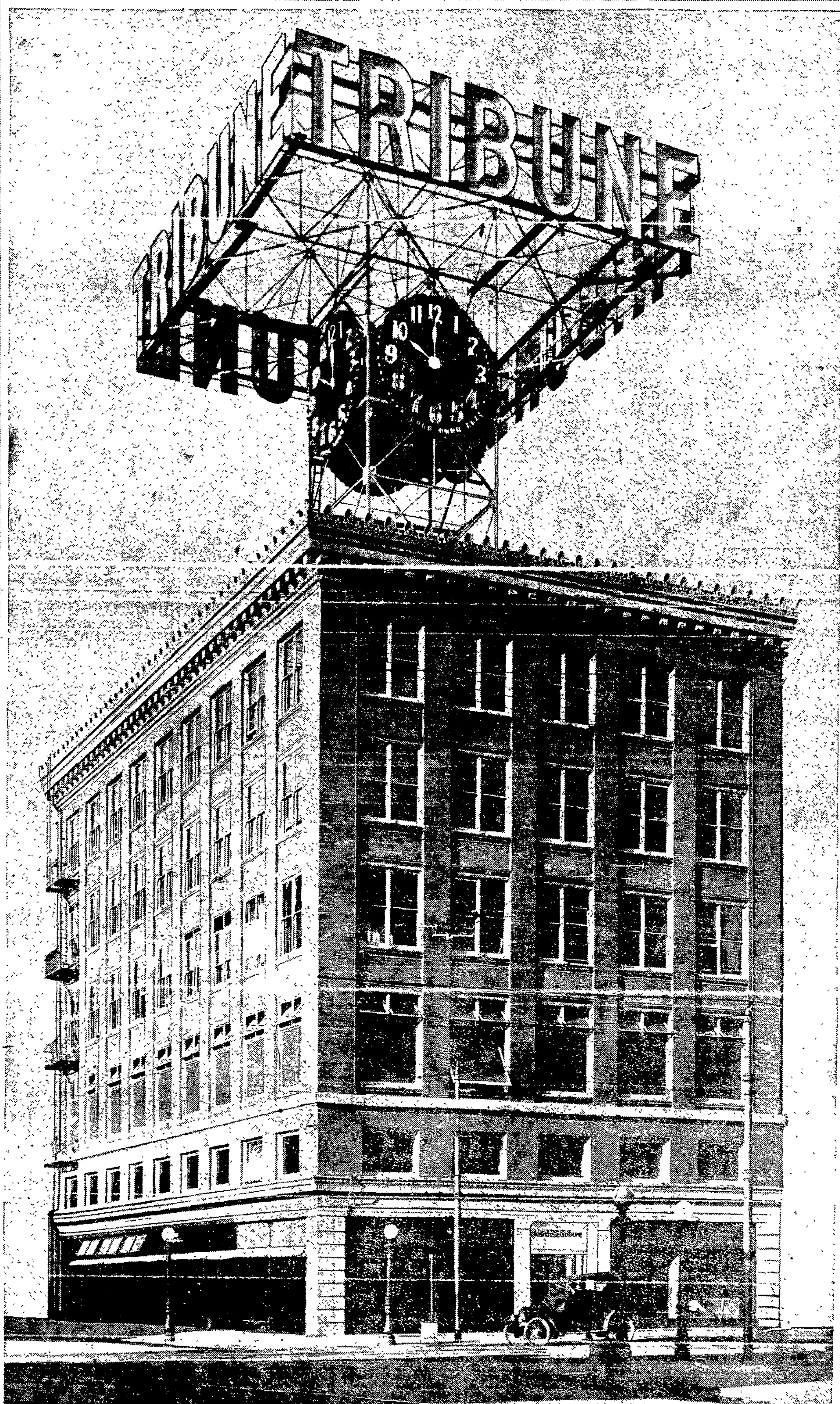
The departments were assigned as follows:

BASEMENT—Press room, power plant, electrical control system and mailing department.

FIRST FLOOR—Business department, advertising and circulation.

SECOND FLOOR—Bookkeeping and business management.

TRIBUNE BUILDING—ENTIRE STRUCTURE OF SIX FLOORS, BASEMENT AND ROOF UTILIZED BY THIS NEWSPAPER—SUPREME ON CONTINENTAL SIDE OF SAN-FRANCISCO BAY



HUGE PLANT NOW HOUSED IN CENTER OF GREAT CITY

possible this condition has been maintained. In most cases small railing enclosures have been substituted for partitions, the latter being used only where it was necessary for office purposes.

In general arrangement of departments the principle of keeping things moving in the same general direction to avoid waste effort and waste motion was adhered to. A striking example of this is that of the editorial, composing and press rooms. News is received in the editorial room, which is on the fourth floor, edited, headed and copy read and shot by pneumatic tube service to the composing room just below on the third floor. Here it is set up by the linotype operators, proof read, placed in the forms and sent to the stereotypers on the same floor. The metal plates for the press are dropped by a special elevator from here to the basement, where they are placed on the cylinders of the big sextuple presses. The finished product, the newspapers, move out from the basement by mechanical carriers, having been moving forward in the same general direction from the moment it entered the building.

The same principle is observed in handling advertising, job printing, in the circulation department and the mailing department. Lost motion has been eliminated wherever there has been found a trace of duplication of effort or needless passing back and forth of the same material.

SERVICE TO THE PUBLIC

Conservation of space and that the newspaper is primarily of service to the public, attention has been given to permit the public to have the greatest ease possible in making use of the newspaper and its facilities. To this end the files of the paper are available in the business office and the editorial department, as well as the facilities of The TRIBUNE library.

In the same way the great presses of the paper are placed on display, where they can be seen in operation from the street windows, thus permitting the subscribers and advertisers to see the editions being run off and to observe the actual basis of circulation.

The equipment of the pressroom includes the new mammoth sextuple lighting press, built especially for The TRIBUNE in the East by R. Hoe & Co. of New York and London. Separate concrete foundations were laid for the new press in the basement of the new building. It required the work of expert mechanics sent from New York for many weeks to set up the new press and bring its operation to the highest efficiency.

The new press has a capacity of 72,000 twelve-page papers an hour and 36,000 twenty-four-page papers. It is equipped with an extra half deck for special color process and with the latest "fudge" system, a device making it possible to place important late news in the page at the moment the press is about to start, or to make an insert in the "fudge" by stopping the press while the edition is being run off, thus giving to each edition the world's important news up to the last possible second before the paper goes out on the street.

The Hoe press in the old building is now being taken down by Hoe experts, and it is to be remodeled and rebuilt, and then moved up and set up again in the new building. It will be placed by the side of the new Hoe sextuple, and both great presses will be under the Kohler system of electrical control, permitting pressmen to start or stop the driving mechanism by touching buttons located at various points on the presses.

BEAUTY AND CONVENIENCE IN NEW BUSINESS OFFICE

In fitting up the business office, which is on the main floor of the building, no expense was spared either to contribute to the convenience of the public or the beauty of the interior. The finishing is in marble and hardwood, with terra cotta bas relief panels. The marble is from Alaska and Colorado, the latter being the cream-colored stone used in the entrance and in the monolith over the doorway in which The TRIBUNE name and heading of the first page, symbolizing the commercial, industrial and civic progress of the city, are sculptured in bas relief.

The same design and finishing as that of the ground floor is carried to the second floor, part of which, as a gallery, overlooks the main business office. This second floor contains the bookkeeping and business executive departments, closely inter-related with the business office, and so placed just above it and in convenient communication with it.

The big composing room, occupying the entire third floor of the building, is the most modern and complete plant of its kind in the West. It is superbly lighted and ventilated, and there is ample room for all the processes carried on—space being allowed for a battery of twenty linotype machines, for the "ad alley" and head setters, for the forms of the make-up men, for proof readers and for the stereotyping plant.

Several carloads of metal furniture from the East were required to equip the composing room. These included time and labor-saving devices, new machinery for handling type in all its

THIRD FLOOR—Composing room and stereotyping department.

FOURTH FLOOR—Editorial and art departments, offices of

the publisher and TRIBUNE

FIFTH FLOOR—Photo engraving department and storeroom and stock-room.

SIXTH FLOOR—Commercial

ROOF—Assembly hall, roof garden, and rest rooms and kitchen for men and women em-

ployees, weather bureau and the

great TRIBUNE electric tower. In planning each floor advantage was taken of the fact that high ceilings and big windows, with the lack

of partitions, solved ventilation and

lighting problems almost before the work was commenced. The absence of partitions was quickly seized upon as a desirable condition, and wherever

(Con. on Page 5, Col. 1.)

TRIBUNE KEEPS PACE WITH GROWTH OF OAKLAND

GREAT FAITH IN FUTURE IS NOW REALIZED

FROM the columns of The TRIBUNE for a period embracing close to a century the history of Oakland and the bay region have been reconstructed by an analyst. The men and events which have added or retarded the progress of the city have been faithfully recorded, day by day and year by year. The factors—city, industrial and commercial—which have marked the upbuilding of a metropolis composed of the east bay cities, have been described, weighed and made a part of history in the files of the newspaper that has grown as the city has grown, making a parallel course through the years.

The history of The TRIBUNE has been in a way a recapitulation of the history of the community. It has grown as the city has grown. As the interests of the people of Oakland became broader, so did those of the newspaper which reflected and deepened the currents of public opinion, often leading the way to new channels of development.

STARTED AS THREE-COLUMN FOUR-SHEETS.

The paper, started as a small three-column, four-page sheet, with its home in what was then the business center of the community, has moved and reached out and taken on new value as needs arose. With an unflinching faith in the future of Oakland, The TRIBUNE has looked ahead, and has been ready as each new opportunity arose to serve the public in fair and stormy time alike, and has prepared itself for each new step forward.

In establishing itself in its new home at Thirtieth and Franklin streets in one of the most modern and complete newspaper plants west of Chicago, The TRIBUNE is merely following out its life history in the direction pointed by every step on the path. The forty-fourth year of the paper, or existence, is being celebrated now in the completion and occupancy of its new home, the sixth since it was established.

The Oakland TRIBUNE made its first appearance on Oakland streets on Saturday evening, February 21, 1874, with Benet A. Dewes and George B. Stanford as editors and proprietors. Both men were practical printers, and the office of publication was Butler's printing shop, at 461 Ninth street, between Broadway and Washington, on the second floor above the postoffice. The paper was at first supported entirely by advertising and was distributed gratuitously, but it was soon in such demand that a subscription price was placed upon it, and it was increased to six columns.

On January 30, 1875, the office was removed to 911 Broadway, between Eighth and Ninth streets, on the second floor above Bowman's drug store. About this time Dewes purchased Stanford's half-interest, and early in 1876 he sold this interest to A. B. Gibson of San Francisco, who shortly afterward sold out to A. B. Nightingill of Marysville. On March 18, 1877, the size of The TRIBUNE was again increased—this time to four pages of eight columns each.

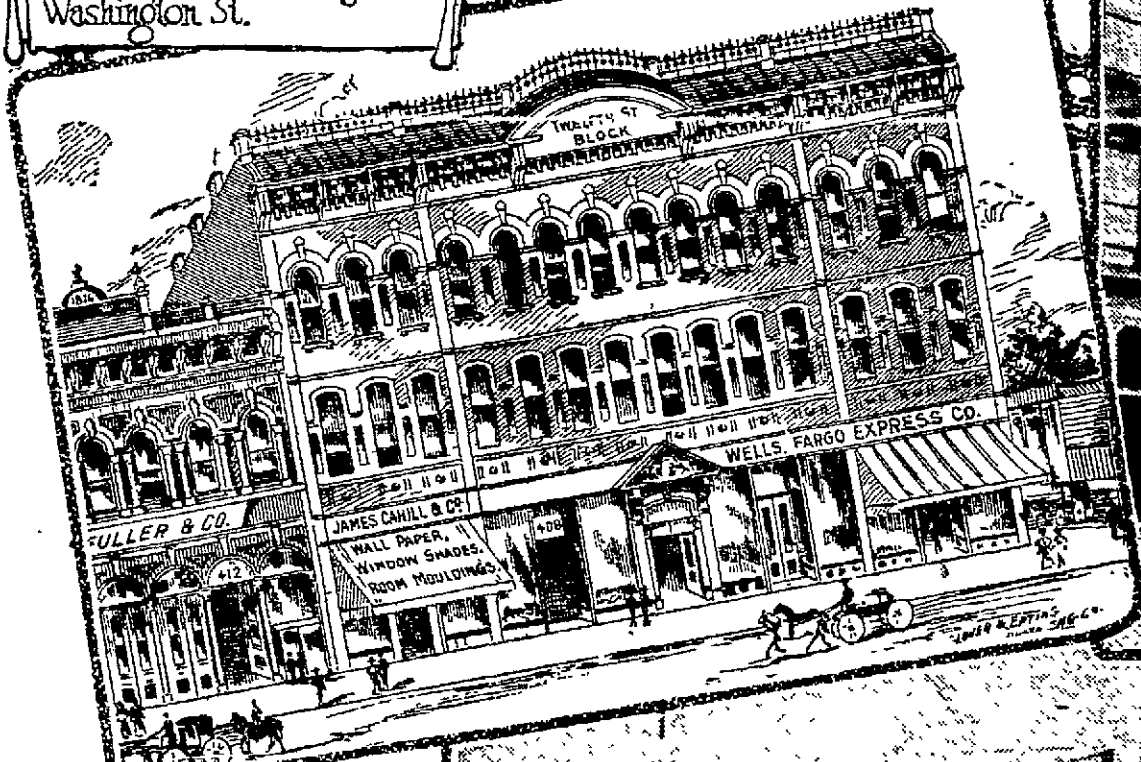
The TRIBUNE was purchased from Dewes and Nightingill on July 24, 1876, by W. E. Dargie, who enlarged it to nine columns on March 5, 1877, and established a San Francisco branch office at 416 Clay street. On October 1, 1877, the publication office was removed to 406 Twelfth street—a site now occupied by the Pantages building, and directly back of the new TRIBUNE building. It remained there until October 1, 1880, when it was moved to 415-417 Eighth street, on the ground floor of the Galindo Hotel, between Broadway and Franklin, presently expanding to take in the additional space at 413 Eighth street.

In this location The TRIBUNE remained for a quarter of a century under one management, steadily altering its typographical appearance and increasing in size to keep pace with the advancement of the standards of newspaper publication. Outgrowing these quarters, a new building was erected for The TRIBUNE at the northwest corner of Eighth and Franklin streets, almost directly opposite the old location. This was the first TRIBUNE building.

With the tremendous increase of

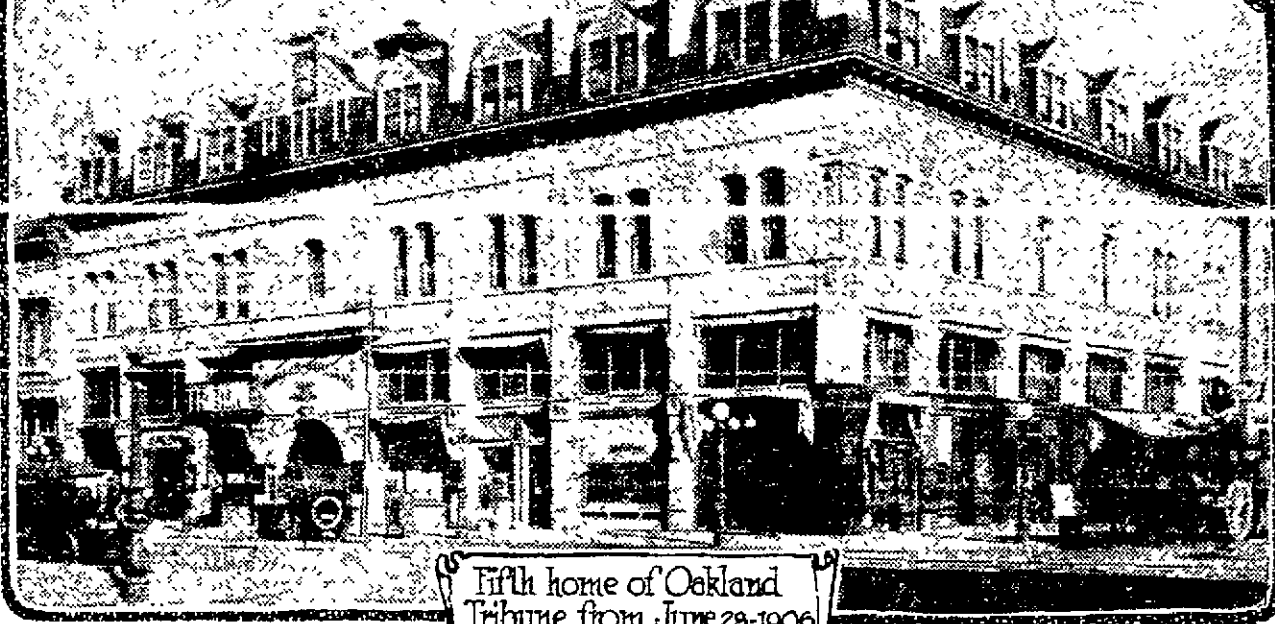


First home of Oakland Tribune from Feb. 21-1874 to Jan. 30-1875 911 Broadway and Washington St.

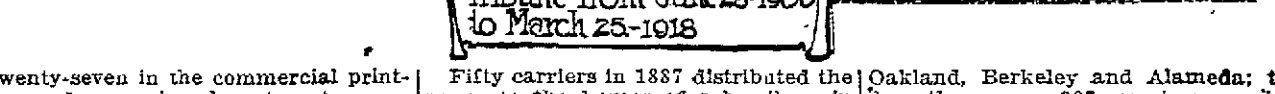


Second home of Oakland Tribune from Jan. 30-1875 to Oct. 1-1877-911 Broadway

Third home of Oakland Tribune from Oct. 1-1877 to Oct. 1-1880-415-417 Eighth and Franklin



Fourth home of Oakland Tribune from Oct. 1-1880 to June 23-1906-8th St. between Broadway and Franklin St.



Fifth home of Oakland Tribune from June 23-1906 to March 25-1918

twenty-seven in the commercial printing and engraving department.

Fifty carriers in 1887 distributed the paper to the homes of subscribers in

Oakland, Berkeley and Alameda; today there are 387 carriers serving regular routes, and scores of newsboys making street sales in the east

business in Oakland which followed the San Francisco fire of April 18-22, 1906, The TRIBUNE reflected the progress of the community in its own expansion. On June 3, 1906, the first Sunday morning issue made its appearance. New presses were installed in the Tribune building. Portions of the building were under lease by San Francisco business firms, and the transfer to the new home was made during the month of June as rapidly as room was vacated. On June 9, 1906, the business office was established in the new location, and on June 23 the editorial offices were transferred across the street.

W. E. Dargie died February 10, 1911, and The TRIBUNE was published under the management of the estate until November 3, 1915, when The Tribune Publishing Company was reorganized with Joseph R. Knowland as president and publisher and E. A. Fosterer as secretary and general manager.

Interesting comparisons, showing the growth of The TRIBUNE in the last thirty years, may be drawn by contrasting the present size of the editorial and mechanical staffs with those given in the special annual edition of The TRIBUNE published January 1, 1887. At that time there were eight in the local news department, eleven in the business department and forty-three in the mechanical department (thirty compositors and nine pressmen). Today The TRIBUNE has thirty-two in the local news department, ninety-two in the business department and fifty-eight in the mechanical department, of which sixteen are linotype operators and nine pressmen. There are in addition

Schluter's
Service

extend congratulations to
The Oakland Tribune and
their magnificent new home.

HEATING Contractor

Hot Water and
Steam Specialist

PLANTS
DESIGNED

L. D. FRAZEE
699 36th Street
Phone Piedmont 7613
OAKLAND, CALIF.

Best Wishes

Our best wishes go out to The Tribune Publishing Co. for their progressive move made possible through a healthy growth since their first beginnings in 1874.

TAFT & PENNOYER
COMPANY

BAY CITIES' RISE IS TOLD IN COLUMNS

and the Pacific News Service. There is not a happening of importance in the world—from the charges of American soldiers in the front-line trenches of the battlefield of democracy to the wireless messages from explorers in the Antarctic wilds—that does not reach The TRIBUNE and through The TRIBUNE thousands of homes.

Today, when The TRIBUNE maintains regular offices in Berkeley, Alameda, San Francisco and San Jose, with both news and business representatives, and has correspondents in all the principal cities of the State, it is interesting to read in the annual edition of 1887:

"The territory to be covered is large, and this necessitates the employment of a great many reporters if the work is to be thoroughly done. It is thoroughly done, and the ground is all covered. No meeting of the slightest consequence takes place in Oakland without a TRIBUNE reporter being in attendance. No crime is committed in Alameda county without a TRIBUNE reporter being especially detailed to work up the particulars. Every day a special reporter visits the neighboring towns of Alameda and Berkeley to collect the news of the previous twenty-four hours in those important communities. Another reporter visits East and West Oakland daily with a similar purpose."

bay cities and San Francisco. Thirty years ago the Associated Press news service was the only wire source of information used by The TRIBUNE. Today it has complete service from all the four great news agencies—the Associated Press, the United Press, the International News

The Oakland Tribune has devoted the 44 years of its existence in working for its home city, pursuing every avenue most diligently that would result in a bigger and better Oakland.

Oakland has prospered and The Tribune has prospered and the latest progressive step in the history of the paper is a subject for congratulation by all Oakland.

So here's our hand.

Manheim & Mazor
CLAY BET. 13TH & 14TH

FOR nearly 14 years the Toggery has been engaged in business in Oakland, starting in a small, obscure manner at the northeast corner of 11th and Washington streets.

The growth of the Toggery has been synonymous with the growth of Oakland.

Advertising has been one of our chief investments during our 14 years of business life and The Tribune has ever been one of our strongest allies. Through a liberal use of its advertising columns, the Toggery has grown to one of Oakland's biggest stores.

We are glad to be able at this time to congratulate The Tribune on its most important step thus far in its history and to extend our felicitations to the city for having such a champion within its boundaries as The Oakland Tribune.

Toggery
OAK & SUI HOUSE

568-572 FOURTEENTH STREET
Between Clay and Jefferson

First Tribune Was Issued on February 21, 1874

Photographic reproduction of first issue of TRIBUNE. Taken from copy damaged by fire and only copy in existence.

GUARANTEED CIRCULATION WAS "5000"

There seemed to be "an open and inviting field for a journal like the TRIBUNE in Oakland," and accordingly "we proceeded to occupy it."

Thus, the "Salutatory" in the first issue of the OAKLAND DAILY TRIBUNE, published on Saturday, February 21, 1874, at 468 Ninth street. It was as modest a salutatory as was the three-column, four-page, six-inches-by-ten-inches newspaper. The circulation was placed at 5000 and the distribution was free. Much depended on the advertising and the advertisers were promised much.

"The TRIBUNE is small," admitted the publishers, "and for that reason no advertisement will escape the reader's attention."

"Salutatory" was not labeled "puzzle column," but this paragraph from it is proof that it should have been. "We will endeavor to maintain a proper dignity, trusting that our external demonstrations of internal truthfulness may ever remain unchanged to that conclusion." No key is furnished to this verbal mystery.

The news columns of this first TRIBUNE were highly opinionated and colorful. An account of the action of certain "vulgar shoddies" who ousted visiting San Franciscans from their church pews, bristled with editorial castigation. Roared the editor: "Such exhibition of Christian hospitality would bring the blush of shame to the cheek of a benighted Hottentot. Yet they are quite common in some of our very highest-toned churches."

It appears from the columns of this lively journalistic infant that the question of co-education at the University of California had been the populace as much in the days of 1874 as now. "Spare the Girls," wrote the headwriter in captioning this paragraph:

"The Grangers are just going for 'our University' they are bound. It shall be devoted mainly to the incubation of young Grangers. An invoice of farming utensils was recently shipped to Berkeley. It don't matter much what becomes of the young men, but we should dislike to see the female students become plowers and sowers, reapers and mowers, diggers and hoers. The spectacle would be harrowing."

TO THE TRIBUNE:
OAKLAND AND THE WEST ARE PROUD OF YOUR NEW PLANT.

C. E. SCHMIDT
Oakland Market
11th and 12th Sts., Between the Theaters

The Tribune has the combined wire services of all other papers

Associated Press

(Exclusive for Alameda County)

United Press International News Service

Oakland Daily Tribune
PUBLISHED EVERY DAY, EXCEPT SUNDAY.
OFFICE: 468 NINTH STREET.
BOWEN & STANFORD, Publishers and Proprietors.

SUPERVISORIAL SOLILOQUY
[The "promising" member of the Board supposed to be meeting alone in a vacant room of the "Slaughter House," He uttered the following:]
To be or not to be, that is the question: Whether 'tis better to follow Case And outrage one's better nature.

ADVERTISEMENTS
MARIO CLARK, Fine Wines and Liquors, 101 Seventh Street, Oakland.
JORDAN SALOON, N. E. COR. 12TH & BROADWAY, 1212 Broadway, Oakland.
CHOICE WINES, CIGARS AND CIGARETTES, 1212 Broadway, Oakland.
PRATT, 1212 Broadway, Oakland.
BILLARD PARLOR, 1212 Broadway, Oakland.
THOS. GILBERT, 1212 Broadway, Oakland.
FINE WINES, CIGARS AND CIGARETTES, 1212 Broadway, Oakland.
BRIS, 1212 Broadway, Oakland.
SHAVING, H. CUTTING AND SHAMPOOING, 1212 Broadway, Oakland.
BROADWAY MARKET, 1212 Broadway, Oakland.
A BIG LITTLE THING! 1212 Broadway, Oakland.
VILLA ASSOCIATION, 1212 Broadway, Oakland.

Oakland Daily Tribune

VOL. I. OAKLAND, CAL., SATURDAY EVENING FEBRUARY 21, 1874.

ADVERTISEMENTS
BRUNING BROS., 1212 Broadway, Oakland.
ROSENBERG BROS., 1212 Broadway, Oakland.
PARLOR CIGAR STORE, 1212 Broadway, Oakland.
C. A. SINO, 1212 Broadway, Oakland.
J. S. CROSLY, 1212 Broadway, Oakland.
Country Produce, 1212 Broadway, Oakland.
WILLIAM STANLEY, 1212 Broadway, Oakland.

FOUR PAGES, 12 COLUMNS, SIX BY TEN

and something that needed one of the later days of politics.

News was a scarce article on this particular Saturday in 1874. With the exception of the fact that the succeeding day was Washington's Birthday and that W. K. Harris' home had been robbed the Thursday before, there wasn't much worth while re-counting for the benefit of The TRIBUNE'S 5000 prepaid subscribers.

Of the burglary we are informed: "After thoroughly ransacking the house, the thieves departed, carrying off a valuable silver chest. And to prove that the editor was of the historic and traditional blood-thirsty clan of journalists, he remarked that it was 'a pity they (the thieves) didn't get the contents of the Little Joker' before departing."

"By a perusal of THE TRIBUNE," commented the scribe, "the reader can see who are the most enterprising, clear-sighted business men of Oakland. Said clear-sighted men being the birds of advertisers that paid the printer's bills. Bowen Brothers, grocers, occupy a half-page of space to advertise tea, wine and staple groceries. The firm occupied a store on Broadway and Twelfth streets."

W. W. McKenzie, undertaker, in Eighth street, promised to conduct funerals "in the best possible manner, and with promptness and dispatch." In the reading notice was an account of "An Elegant Affair," to-wit: "Mr. W. K. Harris has opened one of the finest and most elegantly furnished parlors on the coast. Three superb chairs, elegant mirrors and rich carpets, both in pattern and quality, are only a few of the many features. Don't fail to step in and get a shave at the low price of fifteen cents."

M. Rosenberg was a tailor at Broadway and Eighth streets. C. W. Smith catered to the sartorial weaknesses of men at 593 Broadway. There were plenty of saloons and auctioneers to enliven the advertising columns. One William had an "oyster home" and the fact is set forth in the following immortal verse:

"When roaming over Oakland, I go straightway to Williams' And on oysters do I feast."

Eastern oysters, stewed and roasted, Native oysters, raw and fried; Oyster patties, oysters scalloped; Oysters every way I've tried.

The Berkeley Villa Association offered one-half an acre of land near the state university for \$350, \$20 cash and \$10 a month. The land, which commanded a magnificent view of San Francisco bay, was on the line of the Berkeley branch which is projected from Jacob's Landing (the terminus of the new ferry from San Francisco) to the University. And to further bait the hook, prospective purchasers were assured that "the new town of Berkeley is certain to prove one of the largest and most favored suburban centers of Alameda county."

Among the items present were the following three offspring of Joe Miller:

"Kiss me," was all she said— (Modern novel). That was 'enough said' to any young man."

"A white boy met a colored boy and asked him what he had such a short nose for. I spect so it won't poke itself into other people's business."

"The color of the wind was discovered by the man who went out and found it blew."

Last, but not least, was a single marriage notice. "A happy pair have the best wishes of THE TRIBUNE for a life of prosperity and unalloyed happiness."

All of which was No. 1, Volume 1, of THE OAKLAND TRIBUNE, first put forth on February 21, 1874, at the printing establishment of J. S. Butler & Co., 468 Ninth street.

The Tribune

is extended our most sincere wishes for greater success in their new location than has ever before been theirs.

CHAS. H. WOOD
OPTOMETRIST
CORRECTLY REFRACTED
414 FOURTEENTH STREET, OAKLAND, CAL.
THE WINKING EYE

Oakland Daily Tribune
PUBLISHED EVERY DAY, EXCEPT SUNDAY.
OFFICE: 468 NINTH STREET.
BOWEN & STANFORD, Publishers and Proprietors.

ADVERTISEMENTS
J. GLASSON, O. TROST, 1212 Broadway, Oakland.
M. ROSENBERG, 1212 Broadway, Oakland.
C. W. SMITH, 1212 Broadway, Oakland.
PIEDMONT DAIRY, 1212 Broadway, Oakland.
NEW SALOON, 1212 Broadway, Oakland.
STEEN & CRAIG, 1212 Broadway, Oakland.
MARK EZZELING, 1212 Broadway, Oakland.
SHAKEPEAR & WALTER, 1212 Broadway, Oakland.
WOOD AND COAL, 1212 Broadway, Oakland.
W. W. MCKENZIE, 1212 Broadway, Oakland.

Oakland Daily Tribune
PUBLISHED EVERY DAY, EXCEPT SUNDAY.
OFFICE: 468 NINTH STREET.
BOWEN & STANFORD, Publishers and Proprietors.

ADVERTISEMENTS
Relief Hook & Ladder Co. No. 1, 1212 Broadway, Oakland.
RUTHERFORD & CO., 1212 Broadway, Oakland.
FREE INVITATION FOR ALL, 1212 Broadway, Oakland.
CARPETS AND FURNITURE, 1212 Broadway, Oakland.
GUEST BROS. WAREHOUSE, 1212 Broadway, Oakland.
LATEST AND BEST DANCE MUSIC, 1212 Broadway, Oakland.
WALTER SMITH, 1212 Broadway, Oakland.
MEADER & CO. EXPRESS, 1212 Broadway, Oakland.

FREE MARKET

10TH—WASHINGTON AND CLAY—STREETS
Oakland's commercial and industrial growth is exemplified in the magnificent new home of The OAKLAND TRIBUNE.

The proprietors of the paper in giving Oakland the finest newspaper home in the West have demonstrated an abiding faith in the continued development of the East Bay section.

Every person in this great Sanitary Market is proud of The Oakland Tribune and its new home, and feels that all of the East Bay cities are of the same opinion.

J. PANTOSKEY, Owner and Manager.

WASHINGTON MARKET

Lesser Bros.—"The Market of Quality."

The new home of the OAKLAND TRIBUNE is evidence of the faith of the owners of that newspaper in the continued progress of the East Bay cities.

Lesser Brothers congratulate Oakland and The OAKLAND TRIBUNE.

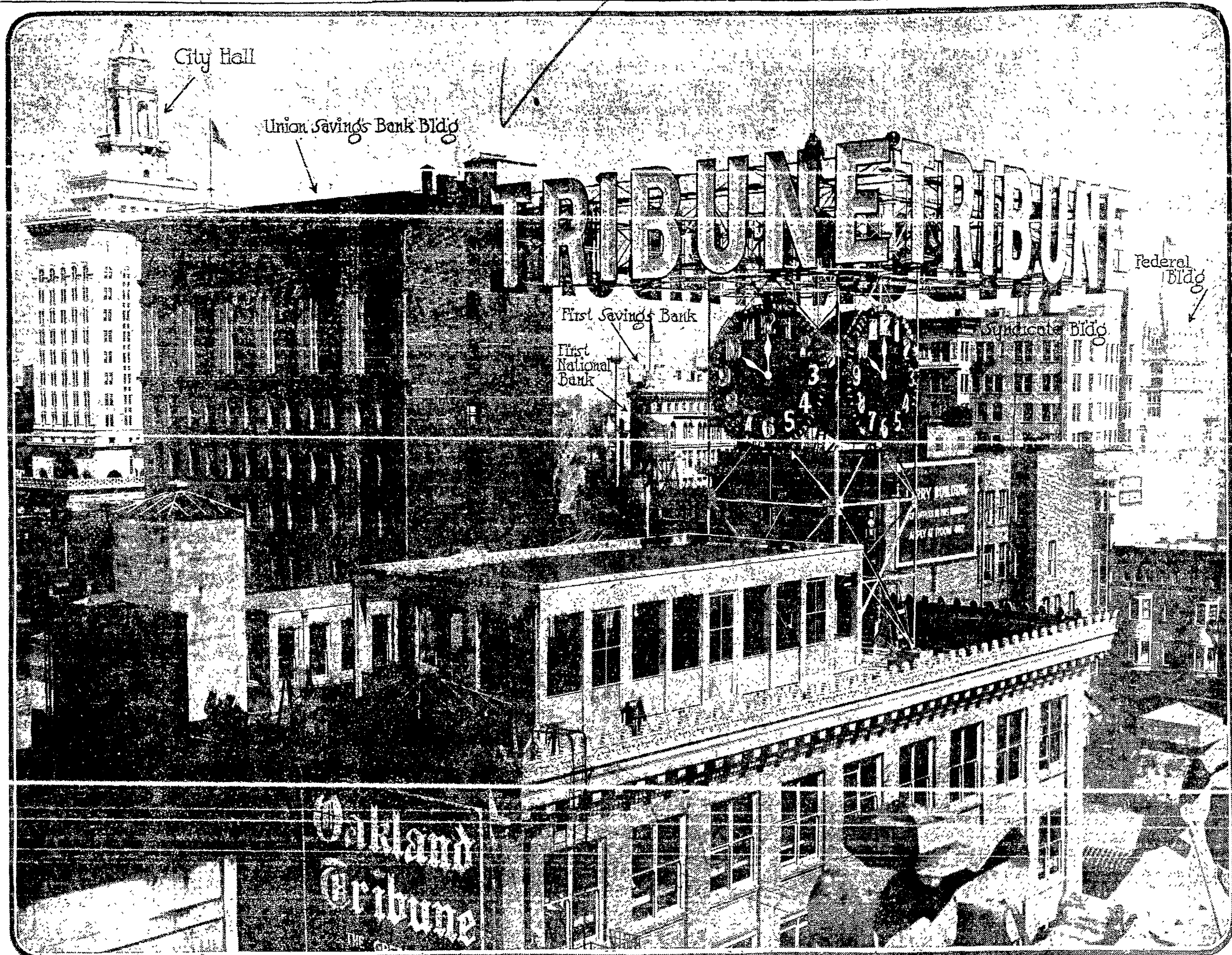
WASHINGTON MARKET

Lesser Bros.—"The Market of Quality."

The new home of the OAKLAND TRIBUNE is evidence of the faith of the owners of that newspaper in the continued progress of the East Bay cities.

Lesser Brothers congratulate Oakland and The OAKLAND TRIBUNE.

Tribune Stands in the Heart of Oakland's Business District



Tribune Electric Clock Tower added to Oakland's fast-growing skyline—Sheds brilliance over business district.

To the Tribune

You are to be congratulated upon your enterprise in establishing such a magnificent home in our midst, and by so doing have demonstrated your faith in the future commercial greatness of our city.

**First National Bank
and
First Savings Bank
of Oakland**

PROGRESS

TRIBUNE!

Because you have worked and strived and prospered.



—because you are doing your part to add to the prosperity of Oakland.

—because you have kept pace with the city's phenomenal growth.

—because you have fought the good fight conscientiously, consistently and well.

We Salute You

S. N. WOOD & CO.
14TH & WASHINGTON - OAKLAND
4TH & MARKET - SAN FRANCISCO

THE SUNSET LUMBER CO.

wishes to join forces with other industries of Alameda County in congratulating The OAKLAND TRIBUNE in its evident faith in the future development of the East Bay District.

GEORGE WHARTON JAMES—DR. HIRSHBERG—WINIFRED BLACK—LUCREZIA BORI—AND A SCORE MORE OF NEWSPAPERDOM'S CLEVEREST WRITERS ARE ON THE TRIBUNE STAFF.

New Home of The Tribune Perfect in Every Detail

(Continued From Page 1)

forms, pneumatic steam-drying tables for the matrices and an improved matrix rolling machine. Nothing has been overlooked that would conduce to the safety and convenience of the employees or the speed and accuracy of operating the plant.

EDITORIAL DEPARTMENT IS MODEL WORKROOM

The editorial department is directly above on the fourth floor. The Franklin street frontage is devoted to the rooms of the publisher, editors, editorial writers and reception of visitors. The local room, however, is one big room, extending almost the full length of the building along the Franklin street frontage, and amply supplied with light and air from the long stretch of big windows.

It is essentially a workroom for the editorial staff. The desks of the city editor and news editor, with the copy desk and its battery of copy readers, overlook the long range of desks down the room used by reporters, society, art, music, church and waterfront editors, and ending in the art department at the southeastern windows. Adjoining is The TRIBUNE photographic studio, with the specially equipped dark room, fitted up as one of the most complete of its kind on the Pacific Coast.

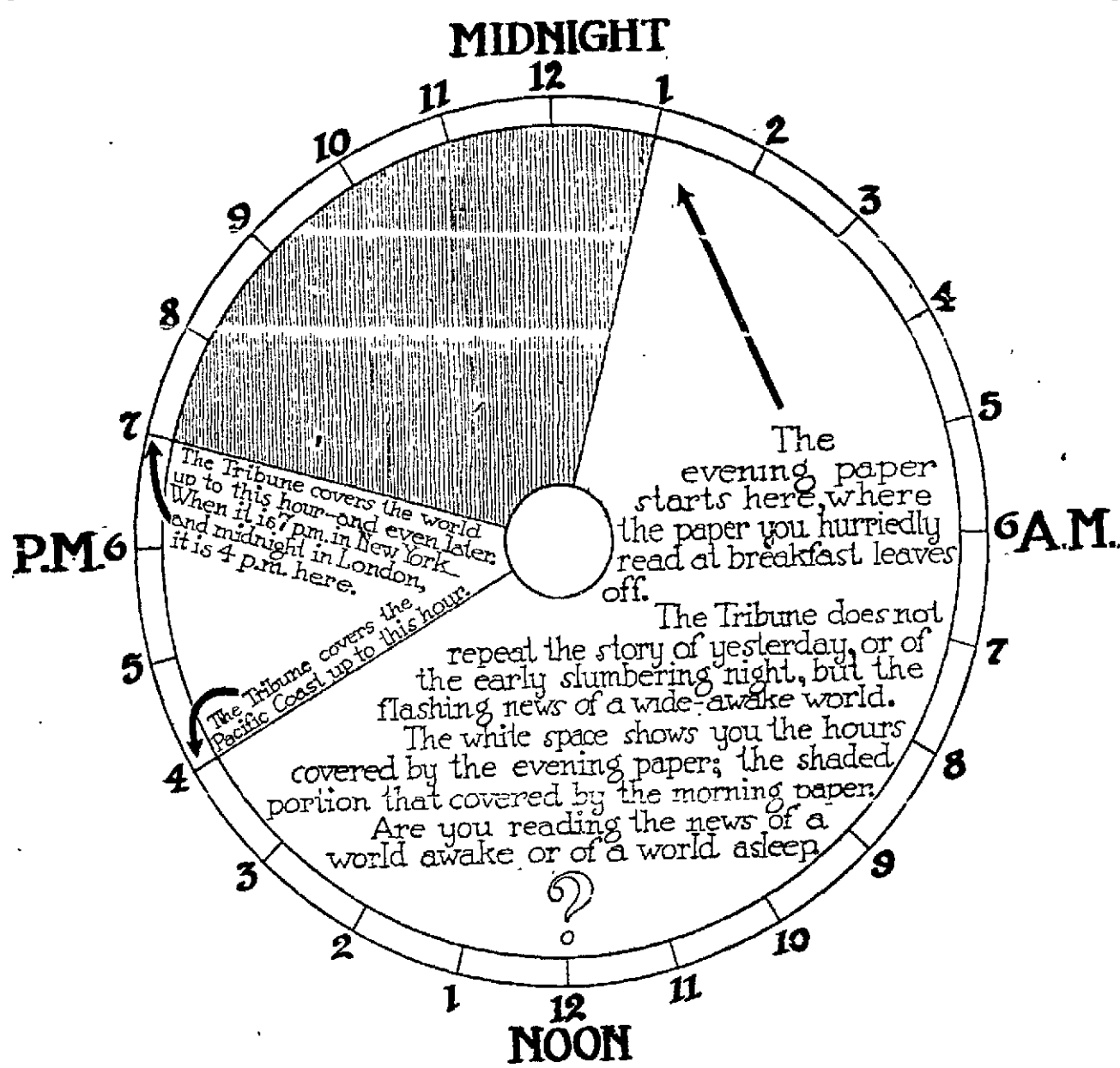
On this floor also is The TRIBUNE library, with its shelves of reference works, its files of newspapers and its wealth of information contained in clippings from newspapers and magazines, filed and indexed for more than a score of years and dealing with every subject imaginable. This library is separated from the local room only by a low railing or fence, and is so instantly available for the reference of the staff. On the other side it gives upon the reception room, and makes The TRIBUNE reference library a service bureau of information for the general public.

FINEST OF EQUIPMENT IN NEW JOB DEPARTMENT

The top floor of the building is occupied by the job printing department. The commercial printing plant in the old TRIBUNE building was recognized as one of the most efficient in Oakland. The new plant will be one of the best on the Pacific Coast. It has been made into an almost completely new department by the installation of new equipment, new presses, new labor-saving devices, new process work of every kind. It can turn out with the maximum of speed the finest job printing work from calling cards to editions de luxe in the way of catalogues or advertising booklets. The department is admirably arranged to provide samples, take orders and run the work when necessary in record-breaking time.

The installation of the heavy machinery on the top floor of the building was carried out with the utmost care, weights and stresses being com-

ARE YOU READING TODAY'S NEWS TODAY?
The TRIBUNE covers the world with the world's great news services: The Associated Press (exclusive for Alameda County), the United Press and the International News Service.



puted and measured, a meter being placed on the floor to register any vibration or giving under the strain. The structural engineers found that the strength of the support would have permitted carrying several times the total weight of the equipment made necessary.

It was thought when the building was first mapped out that there would be ample room for all the needs of the departments. It was found necessary to expand to the roof, however, and this was to meet the special needs of the employees.

Care had been taken in every department to provide the employees with comforts and conveniences, including shower baths for the men in the stereotyping and mechanical departments. The measure of this care for the convenience of the employees is indicated by the planning of separate entrance and exit for each of the building, there being 250 separate lockers with individual keys.

The structures on the roof, aside from The TRIBUNE tower, are two. One is an assembly hall, arranged

especially for The TRIBUNE boy carriers, who have formed an organization and hold weekly meetings. The other contains two rest rooms, one for the men and one for the women, and a kitchen, with rest rooms and other conveniences.

MILES OF WIRES AND CONDUITS IN BUILDING

The building is one of the most remarkable in Oakland in regard to its telephone and telegraph service, to which are added interdepartmental communications. Probably no building excepting only the Pacific Telephone and Telegraph central exchange has so many miles of wiring and conduits.

The reason for this is clear when the needs for expeditious communication between departments and between the building and the outside world are appreciated. The following are the services:

There are three telegraph services with direct leased wires, the most complete telegraphic news service of any paper west of Chicago. These are the exclusive

Associated Press, the United Press and the International News Service.

The telephone service of The TRIBUNE, Lakeside 6000, passes through a modern switchboard central in The TRIBUNE office, where twelve main trunk lines from the outside connect with 85 "stations" in the building.

There is a direct cable to the San Francisco office of The TRIBUNE and direct wires to the City Hall press room, the press room at the county Court House and Hall of Records, and to the branch office of The TRIBUNE in San Pablo avenue. There is a second direct cable to The TRIBUNE branch office operating the mechanical bulletin board service.

Interdepartmental communication is provided for by a dictograph telephone system within the building, with two master boxes, one in the office of the publisher and one in the office of the general manager, and hav-

ing fifteen sub-stations at the desks of the heads of departments.

There are independent, inter-departmental phone systems, linking groups of departments which are closely related.

In addition to this, there are 4200 feet of tubing composing the two independent Lamson pneumatic tube systems linking departments. These are operated by two independent motors and compressed air "blowers." They carry copy, advertising, bills, messages of all kinds between departments. There are fourteen lines of tubing in this Lamson system.

The power equipment of the new TRIBUNE building includes 10 electric motors, ranging from the great 75-horsepower motor which operates the two mammoth Hoe presses down to small quarter-horsepower motors. The electric power for the presses is centered to the Kohler electric control system in the basement, which is carefully guarded and protected, and is the most modern electrical equipment obtainable.

The new TRIBUNE building is the realization of an ideal. It is a plant that meets in every particular the needs of the moment, and provides for the development of the future in every way that could be foreseen by the architects, the department heads, the mechanical experts and the head of the newspaper. And it represents the owners' faith in the future of Oakland.

News Stands Where The TRIBUNE Can Be Found

Bakersfield, Cal.—Murray News, New Southern hotel corner.
Boston, Mass.—Hub News Co., City Hall ave.; International News, 554 Washington St.
Chicago, Ill.—Queen City News, Randolph and La Salle; Chicago News, N. E. Clark and Madison; Pope News, Van Buren and Clark; Quincy News, Quincy and State.
Cleveland, O.—Brown & Schwartz, 1523 Prospect ave.
Columbus, O.—A. T. Butler, Union Depot.
Cheyenne, Wyo.—Barkalow News, Depot.
Denver, Colo.—H. Dyer, 17th and Curtis sts.; 17th and Stout sts.; Barkalow News Depot.
Dallas, Texas—Imperial News Co.
Detroit, Mich.—Metropolitan News, Woodward and Michigan.
El Paso, Tex.—J. Horgan, 110 Mills st.
Evansville, Ind.—Inland News Co.
Fresno, Cal.—Hotel Sequoia.
Grand Island, Neb.—Barkalow News Co., Depot.
Honolulu, T. H.—Home News Agency, 705 Richards.
Los Angeles, Cal.—George Rablitt, 219 W. 3d; The News Shop, 418 and Broadway; E. McDonald, Hollenbeck Hotel; 5th St. News Depot; E. J. Redford, S. B. 2nd & Broadway; Keams News Co., Postoffice corner; 4th and Broadway; 4th and Spring; 4th and Main; 6th and Main; 5th and Spring; 7th and Grand.
Hot Springs, Ark.—Ft. Pitt News, Central and Mountain; Central and Court; Malvern and Valley.
Little Rock, Ark.—World News Co., Second and Main.
London, W. C., Eng.—Dover Steamship Agency, 17 Green St., Leicester Square.
Memphis, Tenn.—World News Co., Main and Monroe.
Minneapolis, Minn.—Globe News Co., Washington.
New York, N. Y.—Hollings' News, 43 W. 30th; J. Linckoff Co., 220 Broadway.
Nashville, Tenn.—Columbian.
New Orleans, La.—World News Co., St. Charles and Canal.
Ogden, Utah—Gray News Co., S. P. Depot.
Omaha, Neb.—Meyer Corbin Co., 1611 Farnam.
Portland, Ore.—Bowman News Co., 9th and Morrison; F. O. corner; O'Hara News, 5th.
Pasadena, Cal.—Hall-Whitney Co., 25 E. Colorado.
Reno, Nev.—Nev. Magazine and Stationery Store; Reno News Agency, 242 Virginia st.
Silver City, Nev.—W. Armstrong, Bonanza Hotel.
St. Louis, Mo.—City-Suburb News, 2d S. and Main.
Seattle, Wash.—W. O. Whitney, 2d and Columbia; 4th ave., Pike and Westlake; Wilson, Meyer Co., 104 Occidental; Acme News Co., Occidental and Yesler; 2d and Union; 2d and Madison; 2d and Cherry.

THE OAKLAND ORPHEUM

EXTENDS GREETINGS TO THE

OAKLAND TRIBUNE

AND HOPES THEIR

SUCCESS WILL CONTINUE

Oakland can now boast of a million-dollar publication. Mr. Tribune, we congratulate you and extend our best wishes for your continued success in your new home.

R. C. BITTERMAN.



1221 Broadway, Oakland

Capwells

Congratulate The Tribune upon its removal to its new home!

Six years ago this month

CAPWELLS experienced the same feeling of pride and success upon the occupation of a new building with floor space many, many times increased over the old quarters.

There were times in the beginning of our life in the new business building when we looked with misgivings upon its spaciousness and wondered if we had not built too large. The answer was that in less than a year our elevator and escalator capacity were overtaxed and we were compelled to install two additional elevators with double the capacity of those originally provided. Since then there has been constant expansion until now every department in the store has been enlarged and this new CAPWELLS, which six years ago seemed overwhelming in size, is all but too small for our rapidly increasing business which has kept pace with Oakland's growth.

Some flowers just delight in blooming, but the wealth of blooms is the direct payment they yield to care and culture. Many farmers excuse poor yields by "unfavorable" weather conditions or late spring frosts, but other farmers in the same section will have bumper crops. These good crops are the payment for the mastery of conditions. So it is in merchandising. It is a mastery of conditions that spells progress. New and improved store methods, skilled advance in the art of gathering goods, superior store service—these are the mastered conditions that have brought success to CAPWELLS.

We share the pleasure and pride that the publishers feel in their new building, which is a substantial evidence of the growth and prosperity of a great newspaper and of the city.

A progressive newspaper plays a large part in the upbuilding of a city and as its efforts are successful it reaps its reward in its own growth. The Tribune has promoted the interests of Oakland loyally and steadfastly and that this institution is now in itself a reflection of the wonderful growth and prosperity of our city is a matter for rejoicing among us all. May this fine home with its modern appliances be a step toward still greater progress and prosperity. We congratulate the publishers and their co-workers upon a deserved success.

Capwells

BIRDSEYE VIEW OF DEPARTMENTS IN NEW PLANT OF THE TRIBUNE

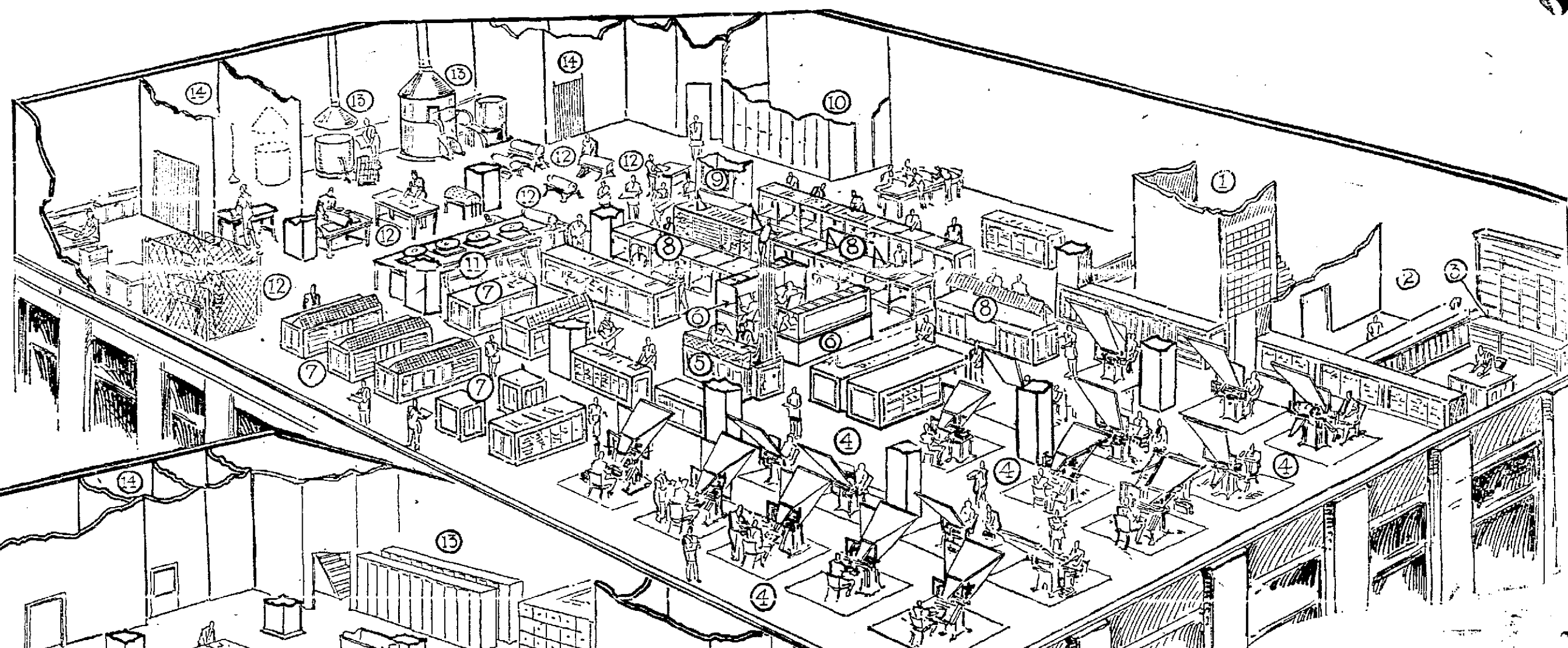
SECOND FLOOR

Executive Offices and Bookkeeping Department

(Picture below.)

Facing on Thirteenth street and running the full length of the building's Thirteenth street frontage, are the business executive offices of The TRIBUNE. Here are the suites of the general manager, the treasurer and their assistants.

- 1—Cashier's desk, with pneumatic tubes from all parts of business office.
- 2—Treasurer's office.
- 3—Elevator.
- 4—Reception room.
- 5—Secretary to General Manager.
- 6—Conference room.
- 7—General Manager's office.
- 8—Accounting department.
- 9—Bookkeeping department.
- 10—Automobile Editor.
- 11—Promotion department.
- 12—Telephone switchboard.
- 13—Lockers.
- 14—Elevators.
- 15—Fire proof vault.



THIRD FLOOR

Mechanical Department

(Picture above.)

The hum of industry is loudest on this floor of The TRIBUNE building. A great battery of linotypes put into type the output of the editorial department. Advertisements are set up in the adalley. The pages are made up in "forms" or chased and sent to the stereotypers, in the same room, where they are cast into metal half cylinders for the presses.

- 1—Elevator.
- 2—Reception room.
- 3—Office.
- 4—Battery of Linotype Department.
- 5—Superintendent of Mechanical Department.
- 6—Proofreaders.
- 7—Ad alley, where advertisements are put into type.
- 8—Make-up tables.
- 9—Plate dropper, for carrying set required plates to pressroom.
- 10—Lockers.
- 11—Steam tables, where matrices are dried.
- 12—Stereotyping machinery.
- 13—Metal pots containing tons of molten metal.
- 14—Elevators.

An absence of partitions will be noticed in the business office and this feature has been carried out in every part of the building. This is advantage taken of the splendid natural lighting facilities, every department being assured ample sunshine and air.

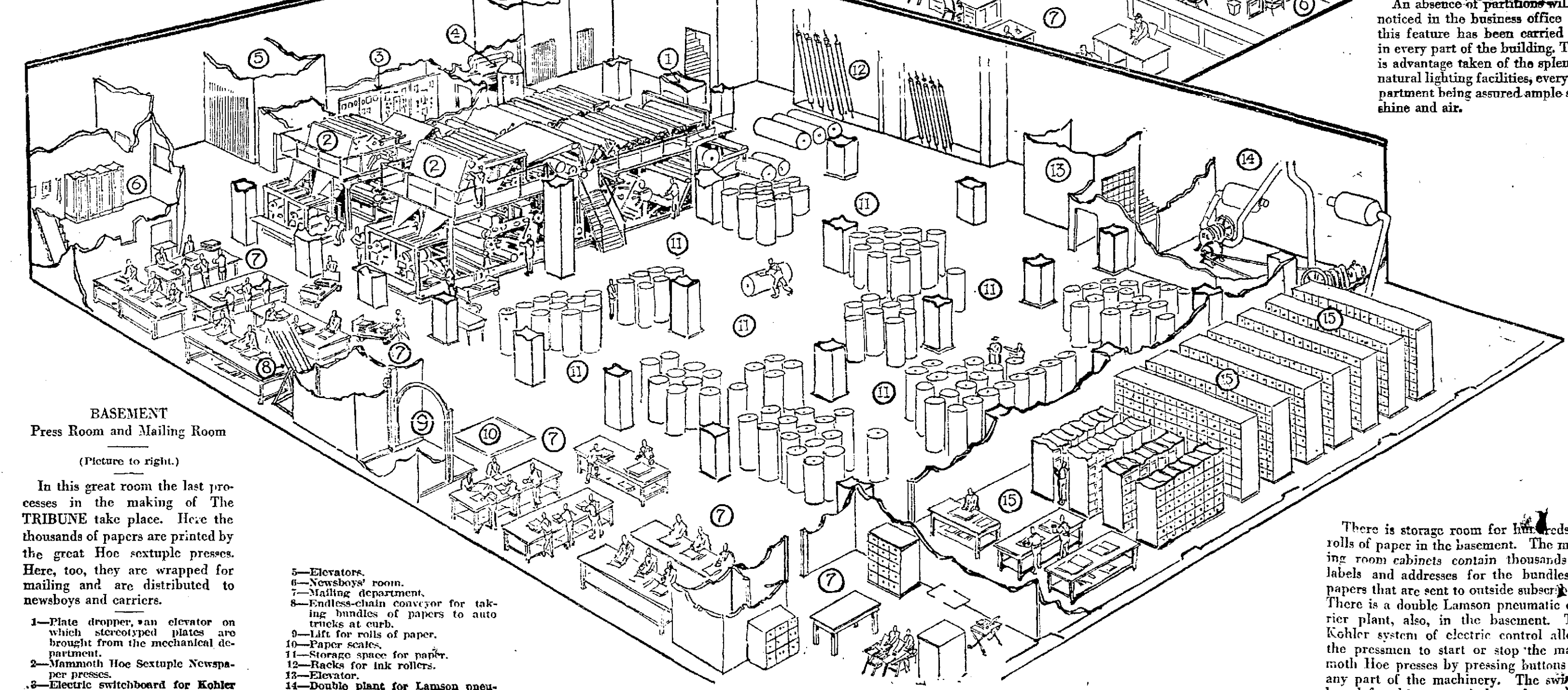
FIRST FLOOR

Business Office

(Picture to right.)

The business office of the new TRIBUNE building combines beauty of design and decoration with convenience. Rare marbles have been used throughout, lending dignity, usefulness and insuring permanency. Lamson pneumatic carrier stations are everywhere; the tubes lead to a central cashier's desk and speedily dispose of business transacted at the counters.

- 1—Advertising Manager.
- 2—Display advertising department.
- 3—Elevator.
- 4—Classified advertising department.
- 5—Main lobby.
- 6—Circulation Manager.
- 7—Circulation department.
- 8—Stairway to second floor.
- 9—Marble counters with pneumatic carrier stations.
- 10—Lockers.
- 11—Rear hall.
- 12—Elevators for freight and for use of employees.
- 13—Top of press room.



BASEMENT

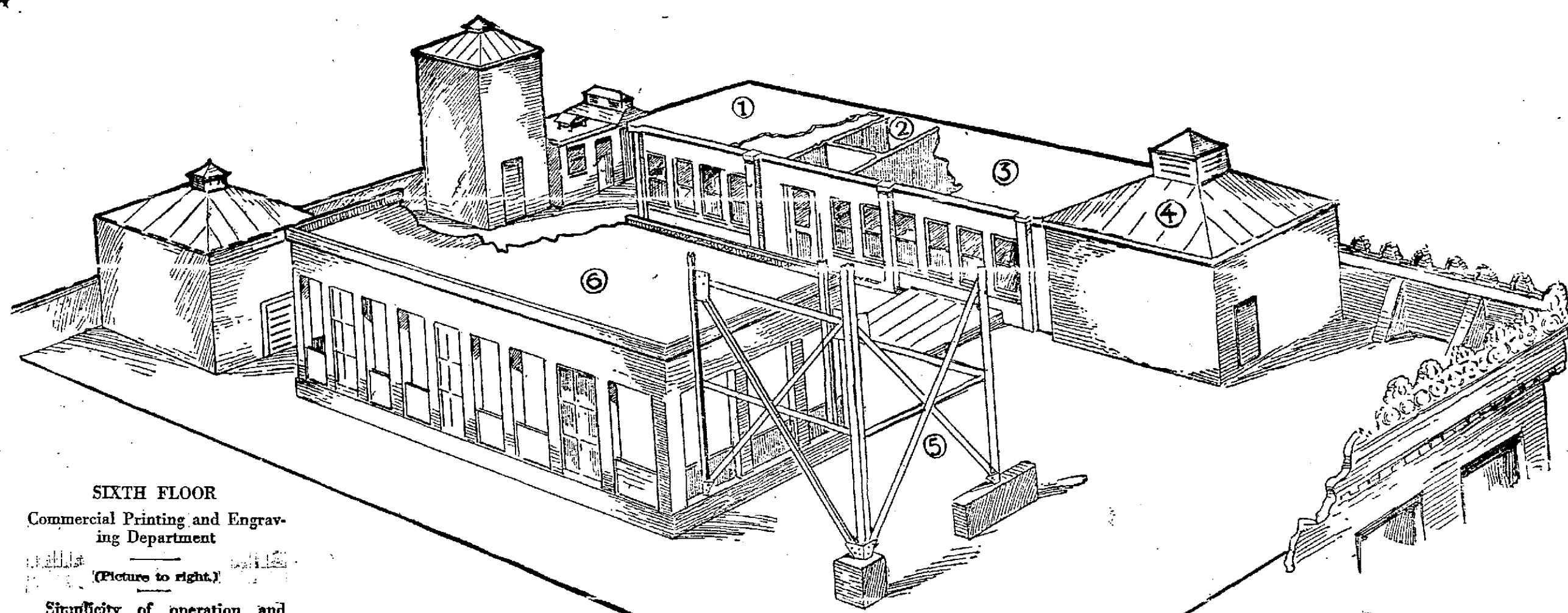
Press Room and Mailing Room

(Picture to right.)

In this great room the last processes in the making of The TRIBUNE take place. Here the thousands of papers are printed by the great Hoe sextuple presses. Here, too, they are wrapped for mailing and are distributed to newsboys and carriers.

- 1—Plate dropper, van elevator on which stereotyped plates are brought from the mechanical department.
- 2—Mammoth Hoe Sextuple Newspaper presses.
- 3—Electric switchboard for Kohler System of Control.
- 4—Auxiliary steam boiler.
- 5—Elevators.
- 6—Newsboys' room.
- 7—Mailing department.
- 8—Endless-chain conveyor for taking bundles of papers to auto trucks at curb.
- 9—Lift for rolls of paper.
- 10—Paper scissor.
- 11—Storage space for paper.
- 12—Racks for ink rollers.
- 13—Elevator.
- 14—Double plant for Lamson pneumatic carrier system.
- 15—File room.

There is storage room for hundreds of rolls of paper in the basement. The mailing room cabinets contain thousands of labels and addresses for the bundles of papers that are sent to outside subscribers. There is a double Lamson pneumatic carrier plant, also, in the basement. The Kohler system of electric control allows the pressman to start or stop the mammoth Hoe presses by pressing buttons on any part of the machinery. The switchboard for this system is housed near the presses.



ROOF

(Picture on top.)

Although six floors and a basement are used for The TRIBUNE plant, it was found necessary to resort to the roof for the installation of certain features. Here is an open-air assembly hall, where The TRIBUNE's hundreds of carriers will meet and will be treated to their own private moving picture show. There are rest rooms for the men and women employees and a kitchenette for those who care to eat their luncheons here. From the roof a magnificent view of Oakland's business and residence districts may be had.

- 1—Men's rest-room.
- 2—Kitchenette.
- 3—Women's rest-room.
- 4—Elevator machinery.
- 5—Base of electric tower.
- 6—Open-air assembly hall.

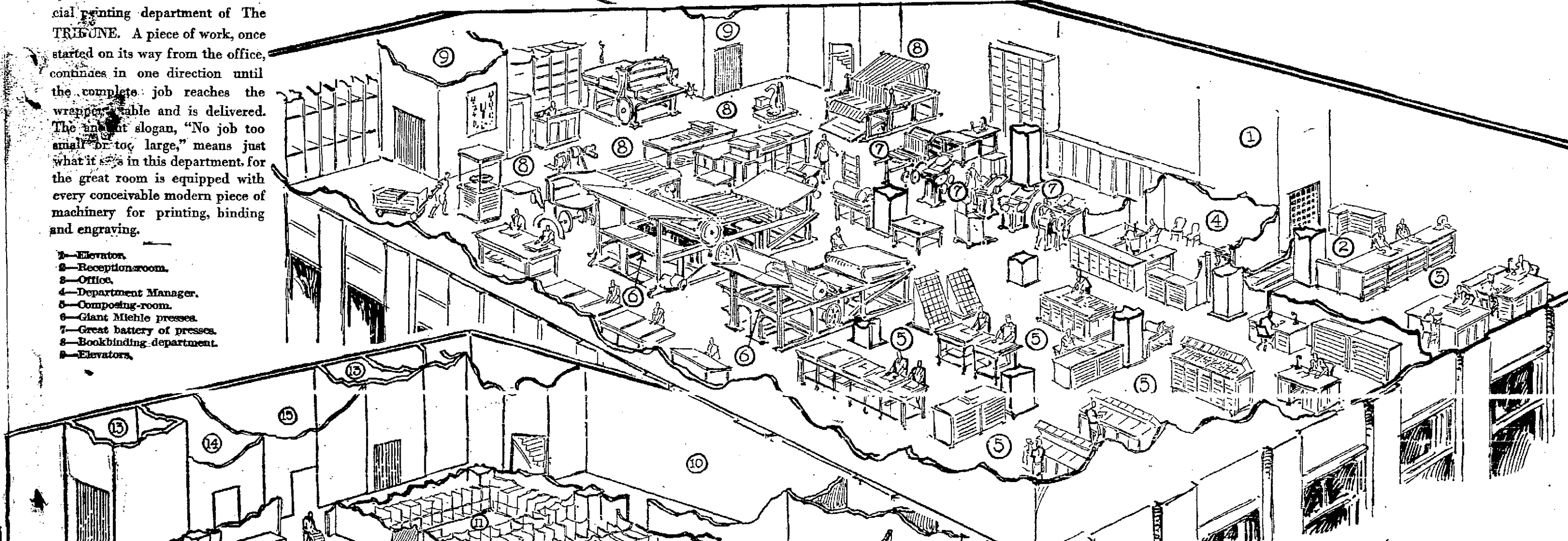
SIXTH FLOOR

Commercial Printing and Engraving Department

(Picture to right.)

Simplicity of operation and speed are features of the commercial printing department of The TRIBUNE. A piece of work, once started on its way from the office, continues in one direction until the complete job reaches the wrapper, and is delivered. The slogan, "No job too small or too large," means just what it is in this department, for the great room is equipped with every conceivable modern piece of machinery for printing, binding and engraving.

- 1—Elevator.
- 2—Reception room.
- 3—Office.
- 4—Department Manager.
- 5—Composing room.
- 6—Glaze Mangle press.
- 7—Great battery of presses.
- 8—Bookbinding department.
- 9—Elevators.



FIFTH FLOOR

Engraving Department and Stock Room

(Picture to left.)

No more modern or better designed and equipped engraving department will be found in the west than in the new TRIBUNE building. The Thirteenth street frontage is given over to this department. Light and ventilation there are plenty, a feature rarely found in the engraving rooms of newspapers. Back of this department, occupying a great space, are the stock-room, store-room and offices of the purchasing agent's staff.

- 1—Routing machines, trimming machines and saws.
- 2—Elevator.
- 3—Caneras.
- 4—Engraving rooms.
- 5—Electric printing lamps.
- 6—Stripping room.
- 7—Dark-room for developing wet-plates.
- 8—Dark-room for color plates.
- 9—Lockers.
- 10—Store-room.
- 11—Stock-room.
- 12—Purchasing agent.
- 13—Elevators.
- 14—Electrician's room.
- 15—Carpenter's room.

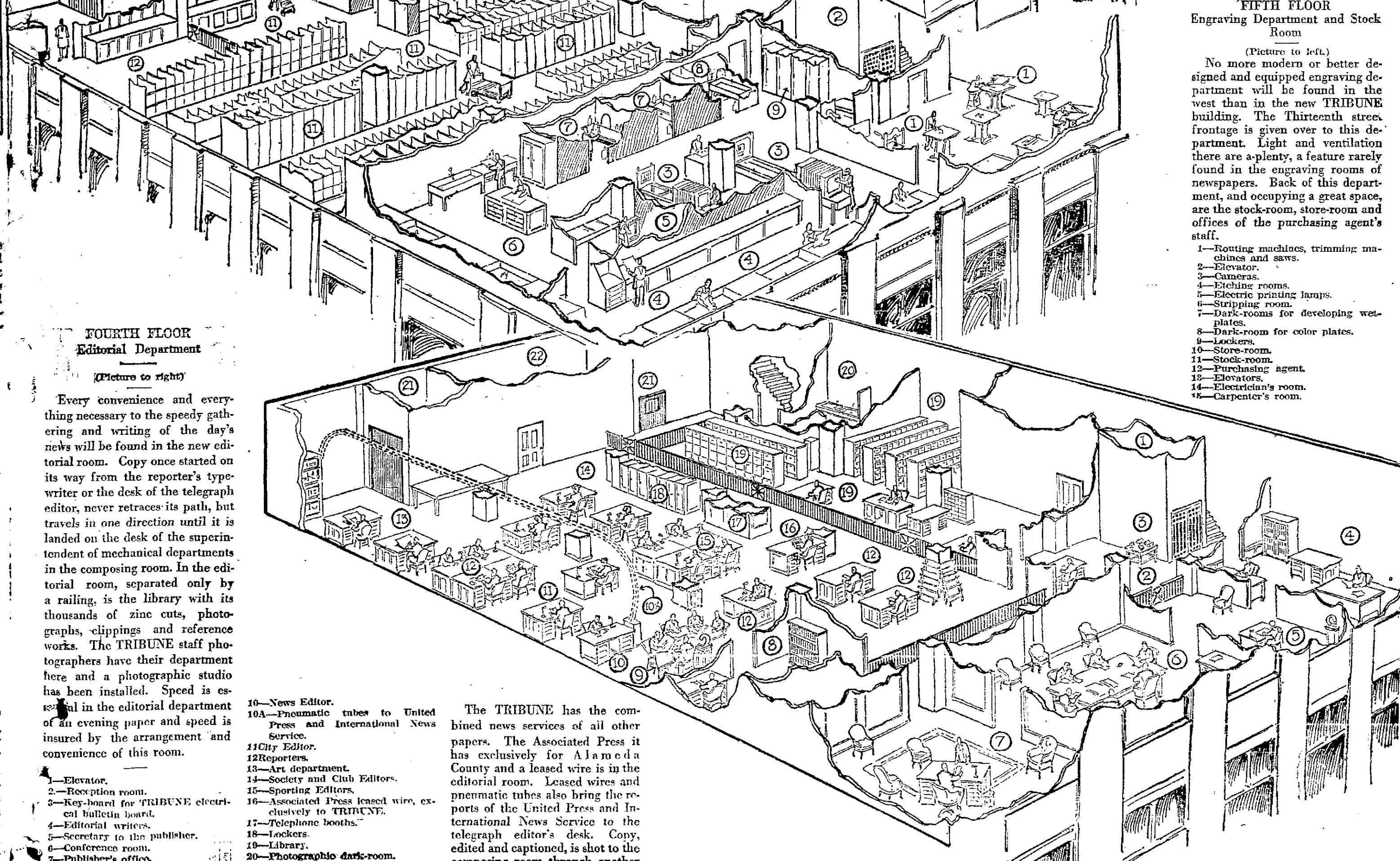
FOURTH FLOOR

Editorial Department

(Picture to right.)

Every convenience and everything necessary to the speedy gathering and writing of the day's news will be found in the new editorial room. Copy once started on its way from the reporter's typewriter or the desk of the telegraph editor, never retraces its path, but travels in one direction until it is landed on the desk of the superintendent of mechanical departments in the composing room. In the editorial room, separated only by a railing, is the library with its thousands of zinc cuts, photographs, clippings and reference works. The TRIBUNE staff photographers have their department here and a photographic studio has been installed. Speed is essential in the editorial department of an evening paper and speed is insured by the arrangement and convenience of this room.

- 1—Elevator.
- 2—Reception room.
- 3—Key-board for TRIBUNE electric bulletin board.
- 4—Editorial writers.
- 5—Secretary to the publisher.
- 6—Conference room.
- 7—Publisher's office.
- 8—Assistant Managing Editor.
- 9—Copy desk.



- 10—News Editor.
- 11—Pneumatic tubes to United Press and International News Service.
- 12—City Editor.
- 13—Reporters.
- 14—Art department.
- 15—Society and Club Editors.
- 16—Sporting Editors.
- 17—Associated Press leased wire, exclusively to TRIBUNE.
- 18—Telephone booth.
- 19—Lockers.
- 20—Photographic dark-room.
- 21—Elevators.
- 22—Photographic studio.

The TRIBUNE has the combined news services of all other papers. The Associated Press it has exclusively for Alameda County and a leased wire is in the editorial room. Leased wires and pneumatic tubes also bring the reports of the United Press and International News Service to the telegraph editor's desk. Copy, edited and captioned, is shot to the composing room through another pneumatic tube.

DEPARTMENTS IN TRIBUNE BUILDING

Editorial

So long has it been almost a tradition among newspapermen themselves that a reporter can get along and do his work under any and all conditions, that the editorial department has rarely been considered a part of the newspaper plant in which anybody could be expected to take pride. Give two or three reporters paper and pencil and they will make shift to get out a newspaper in the wake of a tornado or in the wreckage of fire and earthquake. They will turn out copy under impossible restrictions. It is part of the "game."

Yet every reporter who has ever worked in a dark corner on a broken-down typewriter carries in his mind the picture of an ideal editorial department of typewriters and telephones, a newspaper library whose resources are quickly available a copy desk planned for the convenience and working needs of the readers, facilities for getting telegraph copy fast and for speeding all copy to the composing room—a department of which a man could feel proud.

EDITORIAL ROOMS THROWN OPEN.
It is with this feeling of satisfaction that the editorial rooms of the new TRIBUNE have been thrown open to the public and have been shown to newspapermen from many parts of California and the West. The men and women who daily use the big local room have found a department equipped up to the minute with every convenience and provided with every facility for speeding copy on its way.

The editorial department occupies the entire fourth floor of the new building, and is thus in close touch with the composing room, which occupies the floor just below. The local room, which stretches almost the full length of the Franklin street or east frontage of the TRIBUNE building, is arranged to co-ordinate every division of the work, and to expedite the handling of news by giving the workers every comfort and convenience.

Local copy is handled by the reporter staff, each member of which is given his own desk, typewriter and telephone.

TELEGRAPH COPY COMES DIRECT.

Telegraph copy from the world's great centers comes to the TRIBUNE office direct by the Associated Press, for which the TRIBUNE holds the exclusive membership in Alameda county, the United Press and the International News Service—the three great agencies for gathering and distributing domestic and international news.

The arrangement of desks places the news editor and city editor in close communication with the copy desk, with its battery of copy readers. The head of the copy desk, after the news has been edited, read and "headed," drops it by means of the Lamson pneumatic tube service directly upon the desk of the foreman of the composing room, one floor below. A similar pneumatic tube service leads directly from the room of the editorial writer to the composing room.

The arrangement is such that all news matter comes into the building, is handled and prepared and moves in a general direction to the copy desk, from which it is whisked direct to the composing room.

News from outside, communicated by telephone from the branch representatives of the TRIBUNE at the San Francisco branch office, the Oakland City Hall, the Alameda county Hall of Records and Court House and the branch offices in Berkeley and Alameda, is dictated to a stenographer and typist, who takes it direct on the typewriter, ready for editing and setting up in the composing room.

LIBRARY HANDY FOR REPORTERS.

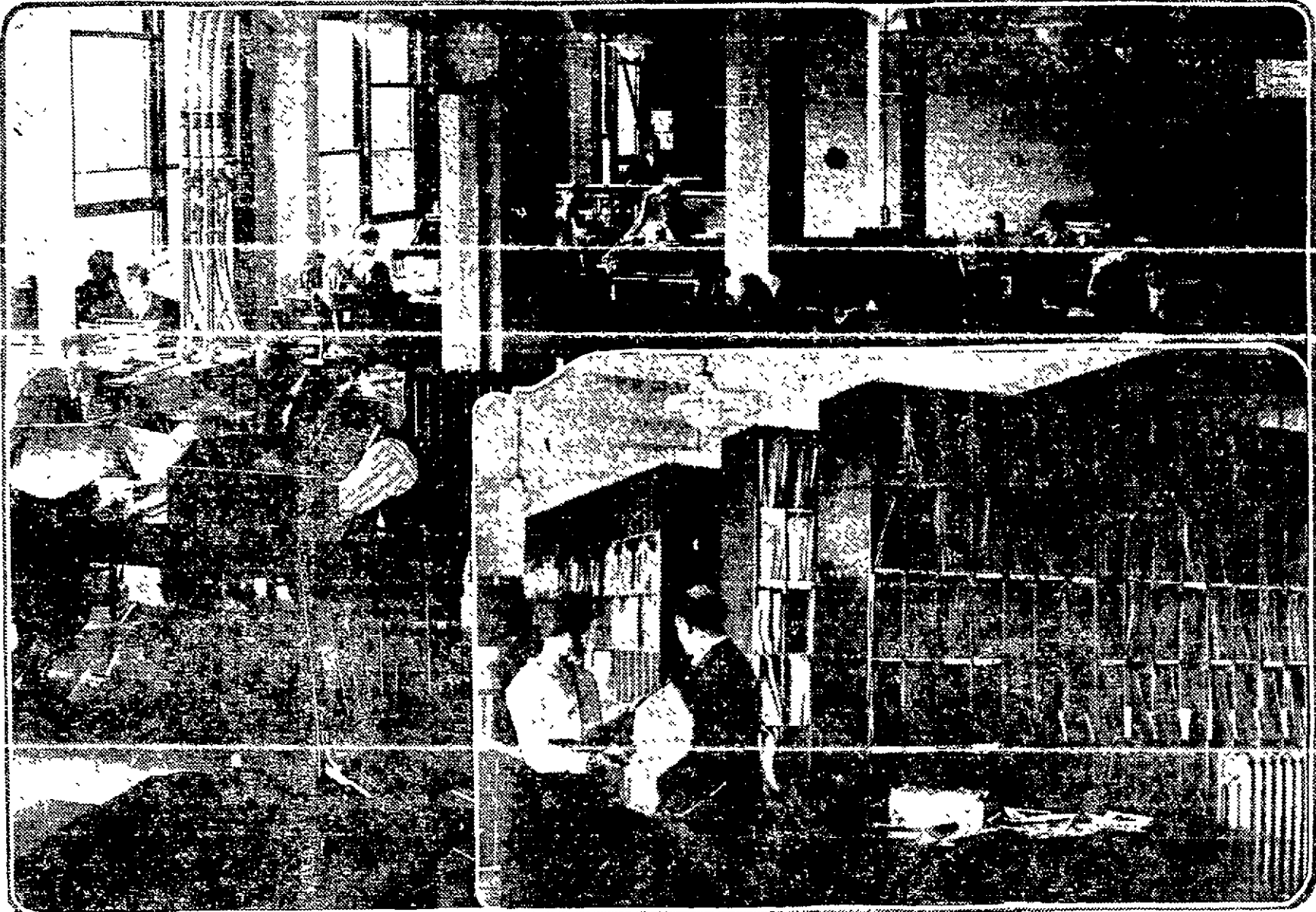
The western part of the spacious local room is occupied by the TRIBUNE library, with its metal shelving protecting clippings, books of reference, photographs and other reference material from fire hazard. This library, which is cross-indexed and arranged to make its resources instantly available, with newspaper clippings covering local history for a period of twenty years, 40,000 photographs of prominent people and places and 85,000 zinc half-tone cuts, is one of the best in California.

A photographic studio, fully equipped, and a large and well arranged dark room, with facilities for two or more camera men working at developing plates, making enlargements or preparing other newspaper illustrations, has also been fitted up in the editorial department.

For the convenience of the public a reception room has been provided, going up the fast elevator in the front part of the building. This reception room connects directly with the library, the local editorial room and the offices of the publisher, assistant managing editor and chief writer.

The art department is on the same floor, and on the floor just above is the splendidly equipped photo-engraving

CORNER OF TRIBUNE EDITORIAL ROOM AND LIBRARY



LIBRARY

NOT a day goes by in a newspaper office without scores of questions being raised as to dates, names, places and events which have been connected in same way with the day's news. The questions must be answered quickly and accurately to be of service to the working newspaperman, and the necessity of catching an edition and knowing that his statements will be checked by thousands of readers with more leisure than he in which to seek the information wanted.

His source of information is the newspaper library, a department which ranges all the way from a dictionary and an almanac to a great metropolitan newspaper library which is in reality a working encyclopedia of current events, kept constantly up to the minute by clippings from the daily press.

LIBRARY IS GROWTH OF TWENTY YEARS.

The TRIBUNE library is the growth of twenty years, during which material covering world history, and particularly in local events, has been accumulated. In planning the new home of the TRIBUNE this library, which had been cramped into makeshift quarters, was prepared for and given an important place commensurate with its worth and the great expansion it must attain in the future.

The TRIBUNE library in the new building, which occupies a floor space of close to 2000 square feet in the editorial department, is one of the best-equipped and largest on the Pacific Coast, and is the largest depository of information on local history in the east bay cities.

The space available has been increased to the greatest possible advantage by fireproof metal shelving reaching from the floor to within a few feet of the ceiling. It is also provided with metal cabinets and metal and wooden filing cases for the card indexes.

PRESENT LIBRARY TO BE ENLARGED.

The present library, which will now be enlarged and amplified as a result of the additional space offered, may be classified as follows:

Books of Reference.—These shelves contain histories of Oakland and Alameda county, encyclopedias, dictionaries, Blue

Books, a file of the World's Almanac extending back many years, "Who's Who" and "Who's Who in America", many histories and books of reference on the great war, including diplomatic correspondence of the nations at war, the War Cyclopedia issued by the United States Bureau of Information, a set of Oakland and Alameda county directories running back many years, a newspaper publishers' directory, United States Congressional Records, and a mass of bulletins from various governmental departments, colleges, scientific organizations, pamphlets issued by municipalities, counties, States, public institutions and various industrial, commercial and civic organizations.

Newspapers and Magazine Clippings.—A most valuable collection of clippings from California newspapers dating back twenty years and covering the widest range of information and record. These are carefully cross-indexed in such a way as to make their contents instantly available. From these clippings the history of Oakland for twenty years, and the history of almost every important movement, could be reconstructed.

MANY BIOGRAPHIES ARE FILED, INDEXED.

Biographical Matter.—Biographies of almost every person of note in the United States, as well as those of many prominent men and women of other countries, are filed, indexed and in a form instantly available for newspaper use in case of the advancement, notable event connected with them, or death of any of the persons listed.

Photographs.—There are more than 40,000 photographs, numbered and alphabetically indexed, including notable men and women, important events, buildings, parks, cities, ships of the navies of the world, merchant vessels, great liners, inventions and pictures illustrating every phase of American national life.

Cuts.—There are upward of 85,000 zinc half-tone cuts, instantly available for newspaper use, illustrating a wide range of persons and events. The resources of the TRIBUNE library are at the command of the public. The information service is handled through the "Ask The TRIBUNE Column," answers to telephone queries, answers to letters and answers to questions presented by the questioner on a personal visit, while publishing a unity of the editorial department. The TRIBUNE library will be almost a public library in the general service it will offer to the entire community.

Extending Congratulations To the City of Oakland

ON THE PROGRESS

REGISTERED BY THE

OAKLAND TRIBUNE

IN GIVING TO THIS COMMUNITY THE

GREATEST NEWSPAPER PLANT IN THE WEST

OAKLAND'S FAMOUS CLOTHIER

Money Back Smith.

S. & H. Green Trading Stamps Free With Every Purchase

MOSBACHER'S CLOAK AND SUIT HOUSE

517-519 Fourteenth St. Oakland

Extending the most sincere congratulations to The Tribune Publishing Company on a well-merited business advancement, one which is a credit to The Tribune and the community in which it is published.

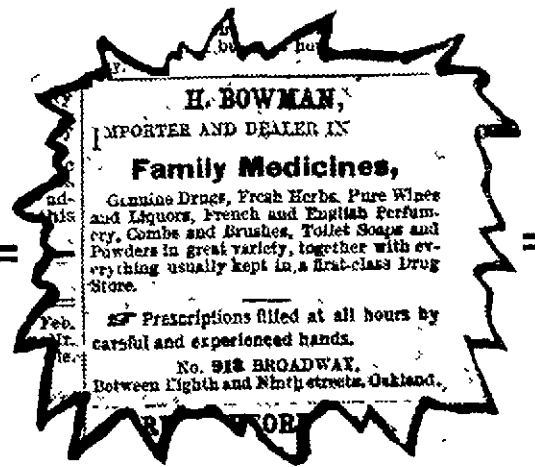
Twenty-one years ago Oakland was a small town, yet in 1897 our first store had its beginning here. In that year we opened the only exclusive store in Oakland for coats and suits for women in the old Touraine Hotel building on Fourteenth Street. From there we moved to a store in the Bacon Block on Twelfth street, thence to another location on Thirteenth street. Anticipating the importance of Fourteenth street as a retail center we later opened on that street, between Washington and Clay, thence to our present home at Fourteenth and Jefferson streets.

Since the days of our first store we have seen Oakland emerge from a country hamlet to a metropolitan city and The Tribune has ever been a big factor in the city's development.

We extend the glad hand of welcome to them in their new home, for we have always regarded The Tribune as a strong promoter for all that is for the good of the retail merchants.

THE PIONEER CLOAK AND SUIT HOUSE OF OAKLAND

Eastern Outfitting Co.
581 Fourteenth Street



—This advertisement appeared 44 years ago.

"Bowman's" had been in business three years when "The Tribune" published their first edition.

"Bowman's" was established in 1871.

"The Tribune" was established in 1874.

Our advertisement (shown above) was one of the first secured by Mr. Dargie and, of course, appeared in the first issue of "The Tribune."

Since that time we have been constant patrons of these columns, with the result that our establishment has grown from one little store employing two people to four big stores (Fresno, Berkeley, and two in Oakland), the largest store (Thirteenth and Broadway), employing nearly 100 people.

In the healthiest city in the U. S. we have built up the largest prescription business in the West.

By the right methods, and the regular use of The Tribune's advertising columns we have established in 44 years a drug business that ranks well up with the best in America.

We extend our best wishes to The Tribune and our congratulations to Oakland for its support to this splendid publication.

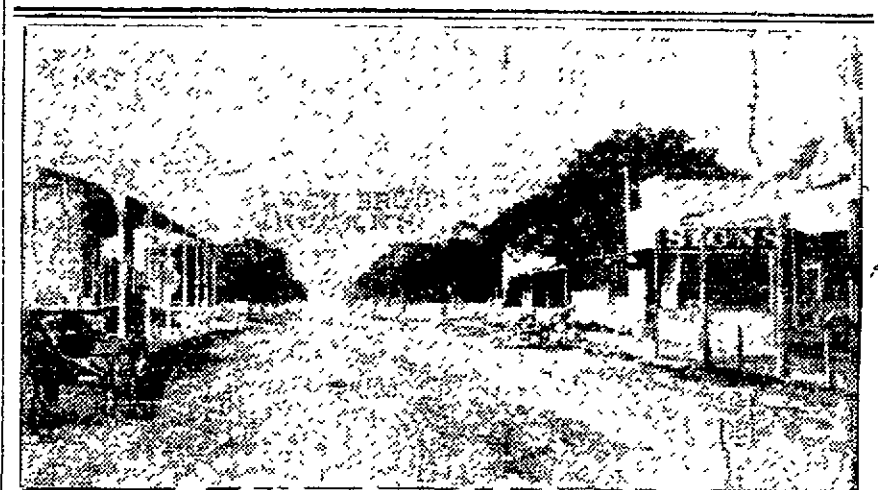
Bowman Drug Co.

Established 1871

Broadway and 13th St., Oakland

BERKELEY

FRESNO



The Goldberg Bowen & Co. Store in 1899.

GOLDBERG BOWEN & CO.

Oakland's oldest established grocers, extend congratulations to the Oakland Tribune on the occupancy of its new home, and we feel that the entire east-bay region should feel proud of this great newspaper.

Elsewhere in this edition appears a reproduction of the first issue of the Oakland Tribune, in which Bowen Bros.—later succeeded by Goldberg, Bowen & Co.—carried a half-page advertisement—the largest in the paper.



A view of the Present Goldberg Bowen & Co. Three-story and Basement Store in 13th Street between Broadway and Washington

WHEN we threw our hat in the business ring of Oakland twelve years ago we had full confidence in the future of this city.

Our confidence was not misplaced, and our belief in the future of this section has been intensified. We carry in our Oakland store one of the largest and most up-to-date line of shoes that is to be found in any of our chain of store throughout the State.

Our confidence is now fully confirmed by The Tribune and its move into its splendid new home. This means A MILLION DOLLAR publication for Oakland. MR. TRIBUNE, we extend our best wishes for your continued success of your publication in its new home.

LEWIS SAMPLE SHOE CO.
1118 Washington St.
Oakland, Cal.

DEPARTMENTS IN NEW TRIBUNE BUILDING

View of Business Office of TRIBUNE'S new home.

Advertising

FEW departments of The TRIBUNE have experienced greater benefits from the move to the new building than the advertising department. Advertising is a service which depends as much for its value upon speed, accuracy and proper accommodations and conveniences for the patrons of the newspaper as it does upon the intrinsic worth of the service rendered.

The TRIBUNE in its old quarters prided itself upon offering to the advertiser a service, based upon the circulation of the paper, its standing and prestige, the excellence of its facilities for giving proper display to large advertisements and the completeness of its classified department, that could not be excelled. The standard set in its old place has been bettered by that attainable under the ideal conditions in the new building.

The first great advantage is that of location. The new building is in the heart of the business district, where it is but a few steps from the banks, department stores, business houses, and hotels to the advertising counter on the main floor of The TRIBUNE building.

This advantage is duplicated within the building by the improvements in equipment and arrangement which make for speed and accuracy in handling the advertising copy.

In meeting the public, in expediting the work of preparing proofs for correction and for giving a greater variety in the kinds of type and other means of display.

NO LIMITATIONS TO HAMPER FULL SERVICE.
A department which has grown up and expanded within the limitations of an old building, accommodating itself to conditions, is given an opportunity for offering much finer and more complete service when these limitations are removed. In the old plant it frequently meant that advertising copy was carried by hand from the outer office to the composing room, proofs handled in a similar manner, "mats" and other service material kept partly in the basement and partly on the main floor.

The new department was planned to meet all the requirements in the most nearly perfect manner possible, the experience of the past being used to assure this result. Ample space was provided and every mechanical device and every shortening of the process of handling the advertising copy effected that foresight could devise.

The first result was that the main business office was made sufficiently spacious for the reception of the public and the accommodation of patrons. Long counters are apportioned to the display and classified advertising divisions. As soon as the "copy" is received by one of the clerks at the counter it is checked by a special clerk and sent by pneumatic tube service to the composing room, there being not the slightest delay in the matter of transmission or handling the advertisement. Two independent sets of Lamson tubes are provided for the display and classified divisions of the advertising department.

If the merchant with a display advertisement wishes to consult the expert who has illustrated matrices, type displays and other equipment under his charge, he may step to the service and be taken swiftly to the third floor. Here, in a reception room just off the composing room, he will be provided with everything needed to show him the best methods of displaying and presenting his subject. The unrivaled facilities of the entire floor are ready at his disposal.

EFFICIENCY ON ADVERTISING IS AIM.

Advertising in The TRIBUNE has been brought to the highest efficiency and has been standardized for the benefit of the patrons of the paper in such a way that they can know in detail what they are purchasing and the factors of service which make it of value. It is a commercial product, sold on its value, which can be determined exactly by the advertiser who wants to know whether he is obtaining value received for his outlay.

The factors involved in advertising are as follows:

Standard of the medium of advertising.

The TRIBUNE, in the interests of its readers and its advertisers, aims at a high, clean standard in its advertising, and excludes from its columns all unclean, immoral, suggestive, vulgar or repulsive advertising, as well as other announcements which are misleading, fraudulent or otherwise harmful or offensive. This of itself is by far one of the most important factors in the sale of TRIBUNE advertising and practically amounts to the publisher's guarantee of the veracity of the statements contained in the advertising columns.

Circulation.
The federal government requires all newspapers to make a published return of their circulation every six months. Some unscrupulous newspapers, realizing that the government is not making an audit of the figures submitted, they are taking but small chances in padding their circulation figures, as there is but little likelihood of the public statement being checked by the government.

Of greater value than this report demanded by the government is that made by the Audit Bureau of Circulation, known to national advertisers and newspapers as the A. B. C. Each year representatives of the A. B. C. make a detailed and exhaustive examination of the circulation of those newspapers which permit such an examination of their books.

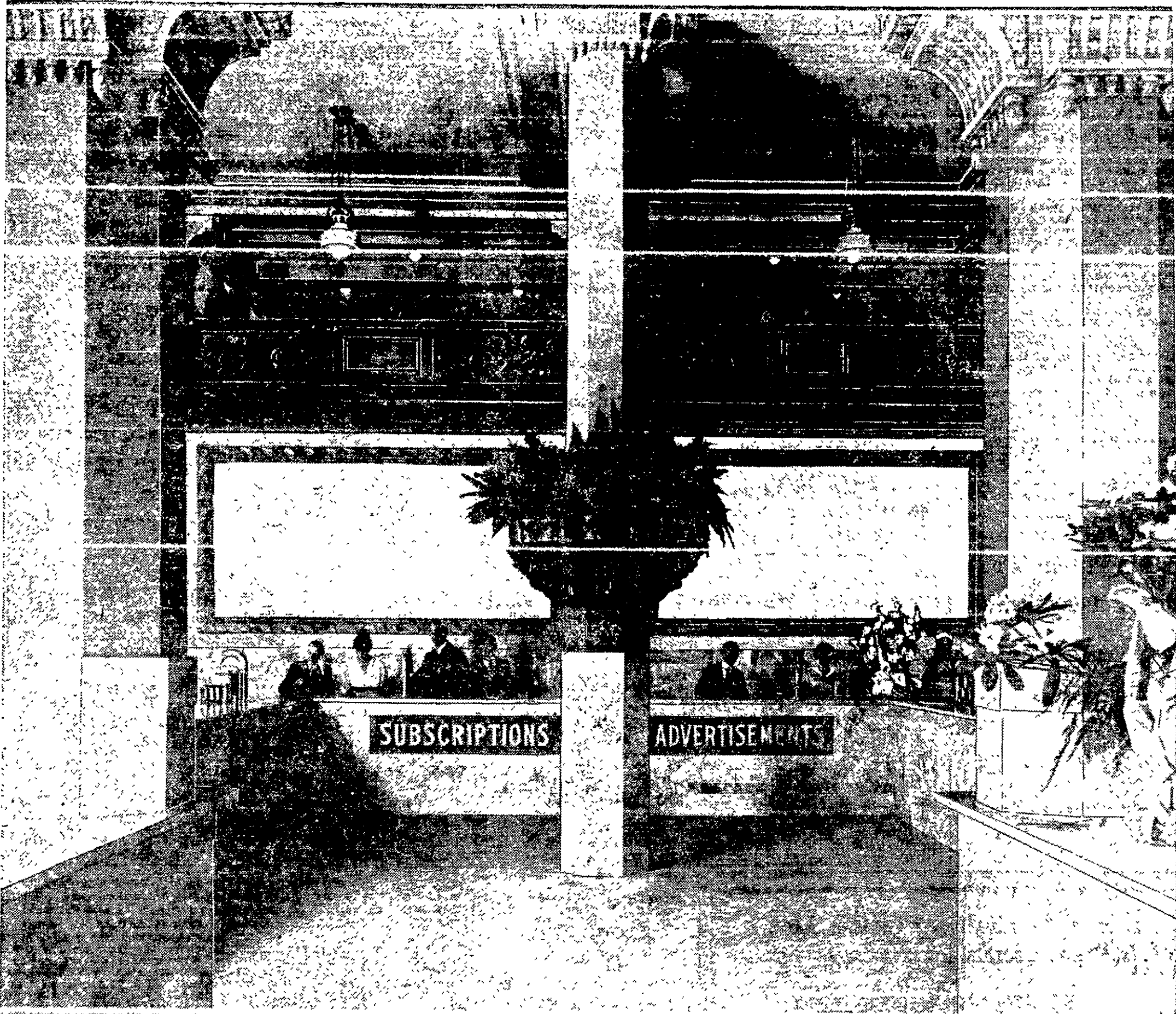
TRIBUNE INVITES FULL EXAMINATION.

The Oakland TRIBUNE invites this examination each year. Its circulation figures of more than 45,000 paid subscribers, as furnished to the government, are checked by the A. B. C. independent audit.

Actual results. Returns traceable from any given advertisement by means of coupons in the advertisement have demonstrated the leadership of The TRIBUNE. By this method advertisers have demonstrated that five times as many coupons are returned from an advertisement in The TRIBUNE as from such an advertisement placed elsewhere under similar conditions.

Want Ad Section.—The want ad or classified section of any newspaper reflects most accurately the standing of that medium in an advertising sense. Here is a section of the newspaper that is largely made up of advertisements that are voluntarily presented for publication without solicitation of any kind. The public is quick to sense the leadership of any newspaper in this field of advertising, and the fact that The TRIBUNE prints three and one-half times as much advertising of this character as any other local paper again proves its superiority as an advertising medium.

National Advertising.—Advertising by great firms doing a nation-wide



Circulation

CIRCULATION, perhaps more than any other department of a modern newspaper, requires thorough organization to be efficient, and this organization cannot be perfected in its operation unless it is given proper working equipment and accommodations.

The circulation department of The TRIBUNE has been serving 45,000 subscribers, organizing and regulating the 400 boy carriers, providing for the street distribution and handling the big mailing list in the old building as efficiently as was possible under the conditions imposed by narrow quarters and lack of the best possible facilities.

In the new building every possible convenience has been afforded, with the result that the organization took on new speed and efficiency from its installation in the new building. The advantages provided by the building are:

Ample space for handling the editions as they come from the press.

Mechanical carriers to take the papers from the press to the sidewalk, to be loaded in auto trucks and taken to trains, street cars and distribution points.

Large room in basement for convenience of "newsies" coming after their papers for street sales.

Fully equipped mailing room.

Assembly hall and lecture room on roof to be used by Oakland TRIBUNE Carriers' Association.

ESSENTIAL LINK.

Circulation is one of the most essential and important links in the chain of industries involved in producing a modern metropolitan newspaper. No matter how far-reaching and perfect the editorial, news service, or how perfect the editorial and mechanical product, the newspaper is not giving service if it does not reach its subscribers speedily and regularly. It is upon the circulation department that this duty falls.

The TRIBUNE circulation department is organized to give the most efficient service possible. In measuring this service certain factors must be taken into consideration. A primary factor is that of getting the latest possible news to the subscribers. The most important news of the day from the eastern centers and from Europe has been recorded each day before 4 o'clock, Pacific Coast time. The TRIBUNE gives its subscribers this news while it is still fresh, on the day it happens. But to do this it is necessary to start the papers on their way not earlier than about 4 o'clock.

READERS WELL SERVED.

With this fact in mind, it is a remarkable achievement to serve the thousands of readers within less than an hour after press time, especially when the area of distribution is considered. When it is realized that The TRIBUNE distributes by its own carriers as far north as Schmidt lane in North Berkeley Heights and as far east as Sybil avenue and Castro street in San Leandro, San Francisco bay being its western and southern limits, Alameda being included, it is not strange that some of the papers may not arrive in the outlying sections until close to 6 o'clock. The newspaper that is delivered at such times, or before, contains for the most part, all the news of real value that will

(Continued on Page 10, Col. 7)

THE OAKLAND TRIBUNE

With the opening up of

Their New Home

Adds another rung to the ladder

reaching up to a

Bigger, Better, Busier Oakland

SECURITY BANK

11th and Broadway.

LONG'S MARKET

11th and Washington Streets

—gladly extends its hearty congratulations to The TRIBUNE and welcomes this important Oakland institution to its new home.

LONG'S MARKET

—which celebrated its third anniversary last Saturday—doubled its business over a year ago. Last Saturday 7220 purchasers patronized Long's Market—making this the greatest day in the history of the market.

This wonderful achievement gives LONG'S MARKET a place also as a distinctive Oakland institution.

After you have visited the new TRIBUNE building Call at

LONG'S MARKET

Eleventh and Washington Streets, Oakland, California

March the Thirtieth
Nineteen Eighteen

To the Men and Women of the Oakland Tribune:

In keeping with the rapid development of these great East Bay Cities you have built a monument which time cannot efface.

From within that splendid medium will go forth daily the world's messages to our people.

Your product will be of extraordinary value in the upbuilding of our communities and the extension of our commerce and trade.

As in the past, so in the future your efforts will be compensated by progress and prosperity.

We congratulate you on your achievements and extend our heartiest wishes for the future success of your enterprise.



DEPARTMENTS IN NEW TRIBUNE BUILDING

MECHANICAL

A DAYLIGHT composing-room—that has been the ideal of the mechanical department in many a newspaper plant. It has been an ideal seldom realized. For some mysterious reason it has been a tradition in printshops and newspaper offices to tuck the composing-room away under the back stairs or in some corner, sans light and sans air.

The composing-room in The TRIBUNE building is the finest floor, with the highest ceilings, the largest windows, the maximum of light and air.

"The first day in the new building I kept turning on my light," said a linotype operator. "We get so used to working in the dark, no matter where we go, that we are not happy without artificial light. The light doesn't seem natural."

In the old days the composing-room was the repository of dirt and darkness. It was the shame-faced corner of the establishment, which nobody ever thought of showing off. The foreman had to fight for anything he needed, and it was the general conception that the "types" could get along under almost any drawback.

ONE PRECEDENT IS REVERSED.

The new composing room is a reversal of all these old precedents. The foreman was told to plan out the most convenient, the lightest, cleanest and proudest department in the building, to install the best and most modern metal furniture, in general to "go the limit."

The result is the realization of ideal conditions. The battery of fifteen linotype machines in ranged in a long line around the room with the key-boards in full light from the windows. The metal cases holding heat type and advertising type for handset work are near by, also in good light from the big windows, making the use of artificial light unnecessary.

The composing room has been equipped with new metal furniture throughout. This has been so arranged in a compact organization, giving the maximum of convenience, while saving labor and time in going long distances for type.

The arrangement has been so well perfected that although it occupies only about one-half of the floor space taken by the old wooden cases scattered about in the old composing room, it accommodates 50 per cent more type.

The arrangement of the department makes the big metal desk of the foreman the hub of a wheel from which the various divisions radiate. Beside this desk is the receiving station for the three sets of pneumatic tubes coming from the editorial department

and the classified and display advertising departments. This Lamsen system places the foreman of the composing room in instant touch with the departments from which he receives his supplies of "copy" which is converted into type in this room.

COPY FLOWS ACROSS HIS DESK

From his desk the copy goes either to the linotype machines or to the hand setter or "ad alley." It is there set up, proof read, placed in the forms and rolled on patented specially made metal tables to the stereotypers, where it is cast and made ready for the press.

The room is so arranged that all these processes are carried out in such a way that the "copy" keeps moving in the same general direction. Thus efficiency experts checked up the waste motion of moving back and forth, going over the same ground, in performing certain work. It was not realized that hours were lost in use less effort, fatiguing the workers without accomplishing results. This sort of waste has been eliminated as far as possible in the floor plan and general arrangement of this department, as in all other departments in the new building.

The present force in the composing room, exclusive of the stereotypers, consists of two score of skilled mechanics, recognized as among the best craftsmen in the bay region. Many of the men in the department have been with The TRIBUNE for years. Every detail in the new plant has been planned for the health, safety, comfort and convenience of the working force.

The Tribune's Famous Sunday Comics

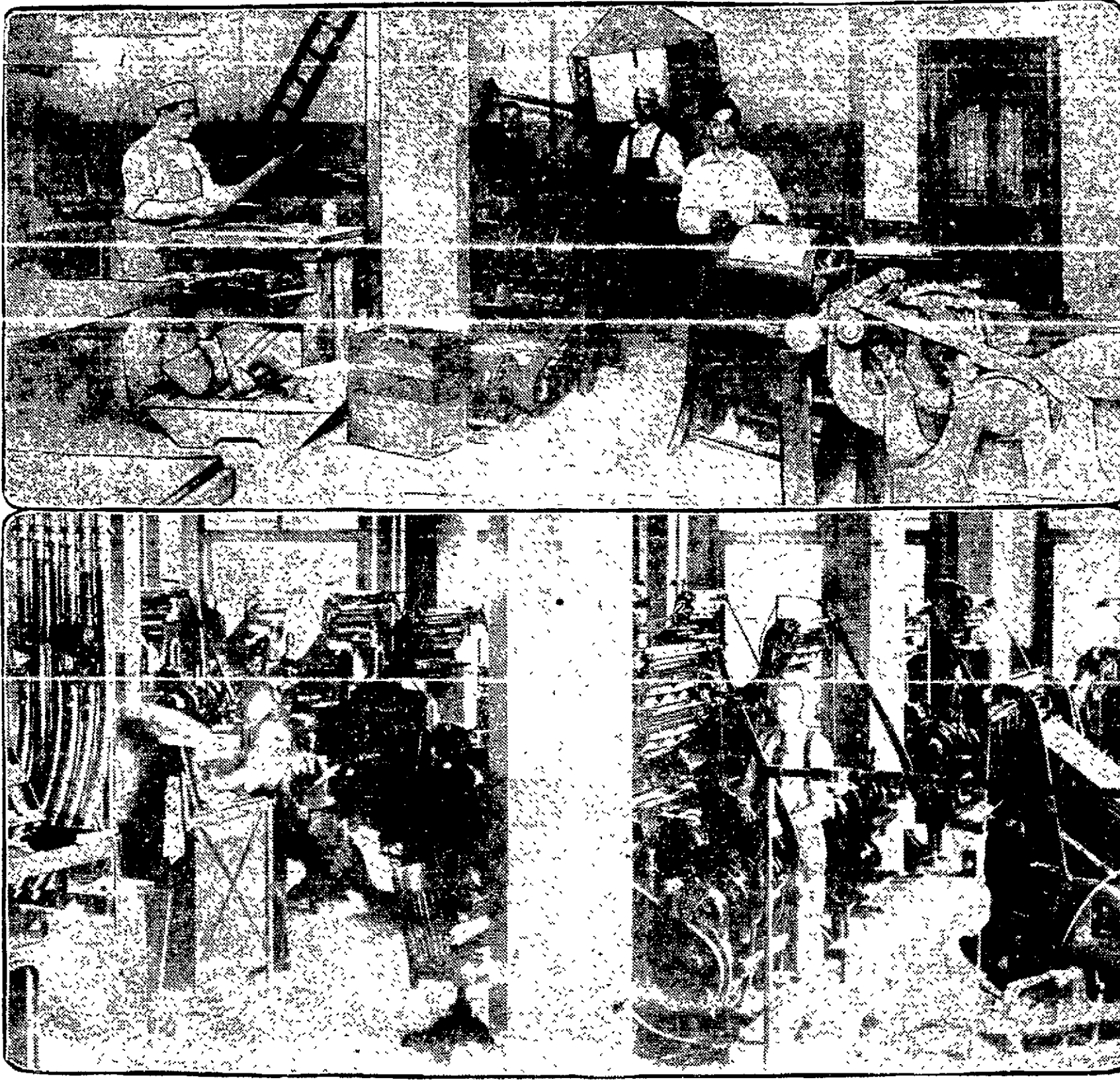
THE KATZIES

DOC YAK

BUSTER BROWN

MARRIED LIFE

SECTION OF COMPOSING ROOM WITH PART OF GREAT BATTERY OF LINOTYPES. ALSO A CORNER OF THE STEREOTYPING DEPARTMENT.



CIRCULATION

(Continued From Page 9)

be found in the morning paper sold on the street and distributed to the home the following day.

The more efficient organization made possible in the new building will make it possible for the circulation to continue to keep a finger on the "pulse of distribution" and to detect more rapidly than heretofore any irregularity and to remedy more expeditiously any lapses that may occur.

The papers are despatched every afternoon and Sunday morning by a fleet of motor trucks and motorcycles to the many distributing points. Inspectors are in charge of the various districts to check up the delivery service.

EXTENDS CIRCULATION.

The TRIBUNE in the past few years has been making a consistent effort to increase its circulation, not alone in Oakland, Alameda and Berkeley, but also in the near-by communities which have been brought closer to Oakland by transportation facilities and the natural growth of business and industrial relationship. Oakland has rapidly become a trading center, and in this process The TRIBUNE has aided materially by its progressive attitude.

The extension of circulation has come to include Alameda and Contra Costa counties, also as far north as Suisun in Solano county, including Benicia and Vallejo, and as far south as San Jose in the fertile Santa Clara valley. By building up its circulation in these communities on a basis of service, giving news and regular distribution ahead of all other papers, The TRIBUNE has extended the zone of influence of its advertisers and has thus materially increased its value to them.

The TRIBUNE issues five editions to meet the needs of its various divisions of readers. These are the regular Home Edition, which goes to subscribers in Oakland, Alameda and Berkeley; the State Edition, the Santa Clara Valley Edition, the First Sports Edition and the Final Sports Edition. All these carry the most important news of the day, stress being laid in each upon those classes of news which will be of the greatest interest to the community or class of readers served. With these editions The TRIBUNE gives the most complete and comprehensive service of any newspaper in the bay region.

Four-Page

Children's Section

in Tribune

Every Sunday

MARY PICKFORD, Star of "Amirally of Clothes Line Alley," at the T. & D. soon, sends her greetings.

Day Message		Night Message	
Day Letter	Day	Night Letter	Night
1	2	1	2
3	4	3	4
5	6	5	6
7	8	7	8
9	0	9	0
A	B	A	B
C	D	C	D
E	F	E	F
G	H	G	H
I	J	I	J
K	L	K	L
M	N	M	N
O	P	O	P
Q	R	Q	R
S	T	S	T
U	V	U	V
W	X	W	X
Y	Z	Y	Z

RECEIVED AT 1120 BROADWAY, OAKLAND, CAL. 4PM

257 Y-63 BLUE HOLLYWOOD CALIF 1206P MCH 23 1918

ERIE HALL

TRIBUNE OAKLAND CALIF

PERMIT ME TO CONGRATULATE THE OAKLAND TRIBUNE OAKLAND AND YOURSELF ON THE TRIBUNE'S NEW HOME. I WISH ALSO TO TAKE THIS OPPORTUNITY TO THANK YOU AND THE TRIBUNE FOR YOUR MANY KIND WORDS ABOUT ME PERSONALLY AND YOUR AID TO THE FILM INDUSTRY GENERALLY. I TRUST THAT THIS WILL BE THE BEGINNING OF A NEW ERA OF PROSPERITY FOR YOUR SPLENDID NEWSPAPER SINCERELY MARY PICKFORD 314P.M.

How Mammoth Plant Was Moved

MOVING THE TRIBUNE'S printing machinery, equipment, service, and all the intricate details of operation—bodily overnight, from the old building in Eighth street to the new home of the paper, proved to be one of the most notable achievements in the history of newspaperdom.

The paper was uprooted and transplanted between Sunday morning's edition and that of Monday. It was an achievement that those most familiar with the difficulties to be overcome held to be almost impossible. It was accomplished only by the most careful and painstaking planning and by the thorough-going co-operation of all departments.

Six big vans were kept in almost constant operation for twenty-four hours getting The TRIBUNE moved; and in addition to this The TRIBUNE's auto trucks and the automobiles of various members of the force were pressed into service to carry some of the lighter and more breakable impediments.

The work of moving machinery and furniture, which could be temporarily dispensed with, began last Saturday morning. But it was not until late Saturday night that moving was commenced on the wholesale plan and in deadly earnest. From Saturday night till 6 o'clock Sunday night there was no let-up in the pilgrimage to and fro of the moving vans and the score of workers.

MOVED IN 24 HOURS.

Within 24 hours the entire plant was moved, and by Monday morning all was in readiness to start work in the new building. Early Sunday morning the last paper of the Sunday edition was off the old press in the old building. At 11 o'clock Monday morning the publisher of The TRIBUNE pressed a button which started the mammoth new press in the new building on its first run.

The first edition in The TRIBUNE'S new home came off the press in record time and without any difficulties. The TRIBUNE had abandoned the old and had taken up its quarters in the new building without the slightest halt in the normal processes of getting out a newspaper, without missing an edition, without being late on its regular edition time schedule.

The difficulty of moving a newspaper plant cannot be realized by merely visualizing the transportation from one building to another of enough furniture to fill six floors of a building 60 by 100 feet, or approximately an acre of floor space. It must be understood that each piece of equipment had to be moved from the old building and set down in a prearranged spot in the new plant, where it would bear the proper relation to all the other working parts of the establishment.

There were more than 400 cases of

type to move. These had to be placed in the new composing room where they could be readily located and identified by the hand composition men.

Not the least part of the difficulty was the moving of the battery of 15 linotype machines. These machines, when ready to move, weighed about one ton each. In the old building they were run by means of a large motor connected with a long drive shaft running along at the rear of the long line of machines. In the new building each is coupled to its own motor.

Each machine had to have its own electric connections and feed from the gas pipes to heat the metal pots.

These difficulties of electric and gas connections, the weight of the machine, and their extreme delicacy of adjustment, made the moving exceptionally hard to plan and carry through. The first machine was released at 8 o'clock Saturday night, and the last at 11:30.

Monday morning the entire battery of 15 was set up and in operation in the new plant.

The Shredded Wheat Company of California

takes this opportunity to extend a congratulatory hand to The Oakland Tribune upon the occasion of its occupancy of its new and magnificent home.

We realize in The Oakland Tribune one of the strongest and most fearless champions of Oakland and the East Bay cities and this most progressive step in their history rejoices the hearts of all local industries.

May the power and influence of this metropolitan paper continue for good for all time.

Shredded Wheat Co.

To the
Oakland Tribune

Great Industries
Make Big Cities
Great Cities Bring
Big Industries

We Welcome You as a Great Industry!

The Oakland Bank of Savings

Tribune Sports

Pages are Complete—

Every Branch of

Outdoor Activities

Covered by Experts.

DEPARTMENTS IN NEW TRIBUNE BUILDING

Commercial Printing

FEW finer examples of the expansion and development of organization and equipment to meet wider demands are to be found than that of the evolution of the small job printing plant into simple letterpress work to the modern commercial print and engraving department, able to turn out the most work called for, and performing in one plant operations which are still being carried on in the greater number of instances by separate institutions.

The history of The TRIBUNE commercial printing and engraving department has been a recapitulation of the evolution of this business. For the past two and one-half years it has been increasing in efficiency and widening its scope, until now it has far outgrown the old designation of a place where small letterpress work was produced—a "job printing office"—and has become one of the largest and most thoroughly equipped plants of its kind on the Pacific Coast.

The commercial printing and engraving department occupies the entire sixth floor and part of the fifth floor in the new building—a floor space of 12,000 square feet. It embraces a modern printing, binding and engraving plant which will give its patrons complete service in handling every class of printing, and will make it possible to "cut corners in cost" by its down-to-the-minute equipment and its perfected organization.

TWO MIEHLE PRESSES IN THE EQUIPMENT.
The equipment includes two Miehle presses, one of them being the largest in the east bay cities, an automatic press and five letterpresses. There is also the full equipment of the bindery. Each piece of machinery in the commercial printing department is operated by its own power, there being twenty-one electric motors on this floor of the building alone.

Only three other large newspapers on the Pacific Coast—the Los Angeles Times, the Victoria Colonist and Vancouver News-Advertiser—have fully equipped commercial printing establishments. There are but few complete plants in California prepared to perform all the operations needed to turning out an up-to-date piece of work which meets the modern standards of commercial printing.

Many of the big printing establishments have well-equipped composing and press rooms, but have no binderies, while others include only pamphlet binderies for folders and booklets. There are several modern "trade" binderies in the larger cities of the West, depending largely upon the "farmed out" work required to finish a pamphlet, booklet and catalogue, and the ruling, punching and perforating of paper stock for office forms and miscellaneous printing. This custom of "farming out" work necessarily breaks into service and divides the responsibility.

IS SHOWN IN MARKED DEGREE.

This is true in a marked degree in the publication of an advertising booklet, catalogue or house organ for which illustrations are desired. A commercial artist will touch up the photographs to bring out the detail and prepare the "lay" for the photo-engraver. The printer then takes the finished illustrations, sets up the type for captions and text, and prints it.

He is then forced to pass the work along to another firm to do the binding. Here we have six different operations, all requiring expert attention to insure a harmonious piece of work; and the printer performs only two of them. This fact results not only in interruption in the service, but increase in the cost of the finished product, as an "overhead" charge is included in each of the four operations performed outside the printer's plant.

In its new plant The TRIBUNE commercial printing and engraving department performs all these functions, directly supervised by its own experts in The TRIBUNE plant.

The reception room and counter display for the commercial printing department are on the same floor and offer the large extended list of patrons, business houses and mercantile establishments the most complete service in the bay region. The department is laid out that the work, once the order has been given, moves in a general direction through each operation until the finished product is delivered to the shipping department and sent out.

HAS SAMPLES.
ILLUSTRATIONS.
In the office the customer has samples and illustrations, everything that can bring him face to face with efficiency in the delivery of printing that fulfills his expectation. He is relieved of worry over the details of photography, retouching, drawings, photo-engravings or line etchings. The new department is prepared to handle the complete details and eliminate lost motion and expense in every class of work that passes through a commercial printing office.

The department will also handle loose leaf devices, billing systems and will devise index systems for any class of business. It will produce a wide range of printing from ordinary office forms to the highest grade of color work. Magazines, library books and rare old volumes will be given new life, beauty and durability by the binding section. Every style of binding, from plain cloth to the finest Morocco leather in stiff or flexible covers, handsomely finished by competent artisans, will be turned out. In its new home the plant, which has the largest payroll of any commercial printing establishment on the continental side of San Francisco bay, is prepared to give better, faster and more economical service than ever before.

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HOME NEWS APPRECIATED

"Somewhere on the Atlantic," guarding supply ships and transports or chasing U-boats, are our sailor boys. News from home is very scarce and greatly appreciated. If you know one of these lads, make him happy by sending him The TRIBUNE. With its four leased wires furnishing ALL the news, he will be as well posted as the folks at home, here in Oakland.

SCENES IN COMMERCIAL PRINTING DEPARTMENT OF THE TRIBUNE—A MODERN COMMERCIAL PRINT AND ENGRAVING DEPARTMENT, ABLE TO TURN OUT THE FINEST WORK CALLED FOR, AND PERFORMING IN ONE PLANT OPERATIONS WHICH ARE STILL BEING CARRIED ON IN THE GREATER NUMBER OF INSTANCES BY SEPARATE INSTITUTIONS.



Photo Engraving

WHILE performing perhaps the most delicate and highly skilled process work connected with the production of a modern newspaper, the photo-engravers in most newspaper plants are expected to get along as best they can in narrow quarters and with few conveniences. They work in darkrooms that have no ventilation and are forced to inhale the fumes of acids and chemicals that are exceedingly injurious to their health.

In the photo-engraving plant in the new TRIBUNE building it was decided to lay stress upon those features of equipment and arrangement that would provide for the health, convenience and comfort of the men. Orders were given that ample space should be provided, and that the plant was to be planned and built to conform to the requirements of an up-to-the-minute, thoroughly equipped photo-engraving department.

"Here are the first darkrooms I ever worked in that gave proper ventilation," said one of the photo-engravers who had been long at his craft, and who had worked in plants in many cities on the Pacific Coast and in the East.

THREE DARKROOMS ARE WELL EQUIPPED.

There are three darkrooms, large enough to make the use of the equipment easy. Each has a large ventilator in the top, built by cross-section and turnings in the air passages, so as to exclude the light, as a gas engine muffler holds back the sound while permitting the exhaust to work properly. The darkrooms have a full equipment of water, sinks, silver baths and lights.

Adjoining the row of darkrooms there is a large sink, where all the finishing work on the negatives is done. This makes it possible for the men to spend the maximum of time in the darkrooms, thus avoiding the fumes of chemicals and working the larger part of their time in the open.

The new TRIBUNE photo-engraving plant is equipped to do all grades of work, from the coarse screen zinc half-tone cuts for newspaper work to the finest screen and enamel process work for the best book stock, and to turn this work out in record-breaking time.

The department serves both The TRIBUNE commercial printing department and the editorial department, thus doing the inside work for the office and at the same time turning out some of the finest photo-engraving for booklets, catalogues and commercial printing in the bay region. **"COPY" PUT THROUGH IN RAPID ORDER.**

It is equipped to permit the employment of twelve to fifteen skilled men and will provide for the expansion and increase in the output for many years to come. On being brought into the department photographic "copy" is placed in one of the drawers of a big cabinet near the door, the top drawer being reserved for "live copy" and "rush orders" that must be put through in less than thirty minutes.

The "copy" is first photographed with one of the huge cameras, of which there are now two in the department. The negatives made being as large as 11 by 14 inches is necessary.

Light for the photographic work is

(Continued on Page 12, Col. 6)

Good luck and success
to the Tribune

In their new location--
a block from us,

In the
heart of Oakland's
retail district

We give "S. & H." stamps
**MARYMONT
AND
UPRIGHT**
13th and Washington, Oakland

TO THE OAKLAND TRIBUNE—

Greetings

The wonderful new home and plant which you now have shows very eloquently that the owners have unbounded faith in the continued progress and development of the East Bay Cities.

Every inhabitant of this great region should feel proud of your paper.

We greet you!

The Hot Brau Cafe

FERD SCHULTZ, Manager.
463 Eleventh Street, Oakland.

Play the Game

Play it CLEAN.
Live up to your obligations. Do your duty.

THIS has been the policy of The TRIBUNE and the splendid new building now occupied by The TRIBUNE shows that it pays.

It has also been my policy

Today I am building \$100,000 worth of new homes—I have many fine lots left in LAKEWOOD PARK and the CROCKER TRACT—I have the finest selection of new homes in Oakland and Piedmont—AT THE RIGHT PRICES AND TERMS.

I have found it to pay, also

After you have visited the new TRIBUNE building call on me.

EVERYTHING IN HOMES and HOME-SITES

Small Payment Down
Easy Terms

Fred T. Wood
701 Syndicate Building—
Lakeside 243
Oakland, California
Exclusive Agent,
Beautiful Lakewood Park
and
Crocker Tract

BROADWAY



SAN PABLO—16TH ST.

Kahn's Congratulates the Oakland Tribune

The event which prompts these meager words of congratulations and sincere good wishes, is—

The opening of their new home

Just such enterprises, such far-sightedness and good judgment will make Oakland a real city. A city evolved from a mere dream to a stern reality—a city of which we all can be proud.

Just such enterprises, far-sightedness, etc., is the foundation of another stepping stone of advancement toward bringing home to the people of Oakland in general, and the readers of The TRIBUNE in particular, the fact that The TRIBUNE (their paper) is helping to make Oakland (their city) the great and thriving city it is destined to become.

KAHN'S takes the privilege at this time to thank The TRIBUNE and their entire staff of willing and earnest workers, for their hearty cooperation at all times in helping our messages reach the people, that they may rightly interpret our principle of advertising.

"Advertising is the art of making the TRUTH so attractive and interesting, that it will promptly attract attention, make a favorable impression, and will ultimately create a desire to buy."

KAHN'S
The Always Busy Store

Brief Facts Told About Great New Tribune Building and Plant

The new lightning press has a capacity of 72,000 twelve-page papers an hour.

The new press has a capacity of 36,000 fourteen or twenty-six-page papers an hour.

There are 16,000 working parts in the monster new press.

Four freight cars were required to bring the Hoe press from New York.

There are two Hoe presses in the new building.

There are sixty-five electric motors in the new TRIBUNE building.

The new home of The TRIBUNE is the sixth occupied by the newspaper.

The floor space occupied by The TRIBUNE in its new home is 53,300 square feet, or approximately one acre.

The largest motor in The TRIBUNE power plant is the big 75-horsepower drive for the mammoth Hoe press.

Electric wiring in the new building is carried in more than four miles of conduits.

There are three independent systems of telephone communication in the building.

There are two independent systems of pneumatic tubes operated under the Lamson patents in the building.

It required more than 4200 feet of brass tubing for the Lamson pneumatic service.

The TRIBUNE electric sign tower is the first of its kind in the West.

The four electric signs surrounding the clock tower, and spelling the word "TRIBUNE," are fifty feet in length.

Each of the letters in The TRIBUNE electric sign is eleven feet in height.

The diameter of the clock face in The TRIBUNE tower is fifteen feet.

Each of the figures in the clock face is twenty-six inches high. The distance from minute to minute, center to center, is nine inches, in the big clock.

The TRIBUNE has been established forty-four years the first edition having made its appearance February 21, 1874.

The presses are controlled by the Kober system.

Electric motors in the building range from little 1/2-horsepower equipment to the big 75-horsepower motor which drives the mammoth press.

The composing room has been provided with the most modern metal furniture and equipment.

The marble in the business office is from Alaska.

The big, partitionless "local room" precedent in news room arrangement and equipment.

The great presses in the basement rest on a deep-laid foundation independent of that of the main building.

"No a step backward" has been the slogan in planning the arrangement of each department.

The "Tide" system, with which the presses are being equipped permits The TRIBUNE to place important news in the paper at the last minute before going to press.

A dictograph system, independent of the telephone system, puts the



ENTRANCE TO TRIBUNE BUILDING.

heads of all departments in instant communication.

Every possible convenience for the working force of The TRIBUNE has been included in the new building.

There are rest rooms and kitchen in the new building on the roof.

The TRIBUNE employees number between 250 and 300, exclusive of some 400 boy carriers.

An assembly hall has been provided on the roof.

The new building is declared to be the most modern and complete west of Chicago.

The new TRIBUNE has a "daylight composing room."

Two hours a day are saved by new equipment in the stereotyping department.

The photographic studio and dark room, including enlarging room, is one of the most complete of any newspaper plant in the United States.

There are three elevators in the new building.

The TRIBUNE building will be at the service of the public.

The library contains newspaper clippings dating back twenty years.

The metal furniture in the composing room is of the latest type.

The TRIBUNE building is Class A, fireproof throughout.

Shower baths are provided for the stereotypers and men in the press room.

All dangerous gears and cylinders on the new press are screened or encased, thus protecting the men from injury.

The new matrix molding machine exerts a pressure of more than seven tons.

The steam drying tables are operated by air pressure instead of man power, as in older plants.

The tower clock is regulated by a master clock, checked hourly by standard time.

There are eighty-five "stations" throughout the building connected with Lakeside 5000.

There are 40,000 photographs and 37,000 zinc half-tone cuts in The TRIBUNE library.

The photo-engraving department and stockroom take up the entire fifth floor.

PHOTO ENGRAVING

(Continued From Page 11)

provided by a set of two recently invented and perfected process lamps for each camera, lamps which give a faster working illumination than that of sunlight, which are quickly adjustable and give an even, dependable light. The old lamps used in the larger number of plants had to be lifted and moved about by two men, and were clumsy as to raising and lowering and properly adjusting the illumination. All this is done in the new lamps by use of levers. The sputtering, almost shrieking, noise of the old lamps has been replaced by a change in the current used.

A clockwork device invented by the foreman of The TRIBUNE photo-engraving plant provides an automatic shutter for the cameras which an exposure of one, two, three minutes, or even longer time, can be provided. The photographer can set his clock and then turn to some other part of the process without having to worry about the exposure of the picture being copied.

SCREWS AND LEVERS

The newer of the two cameras is also equipped with adjustment screws and levers, making it possible for the worker to center his "copy," focus it and carry on all the work of camera adjustment without moving from his place behind the big camera.

The exposed plates are immediately taken to the darkrooms, two of which are equipped to handle the large amount of "wet plate" work, the third being for "dry plate" and color process work. Only that part of the developing which must be carried on in darkness under the ruby light is handled in the darkroom, the balance being done in the open and being terminated by the quick drying of the negative by an electric dryer and fan.

The range of operations is continued in the same general direction, the bench for coating and stripping the negative being in line with the drying bench.

Printing comes next, there being no waste of steps between this and the previous operations. This is done in a small enclosed room with two big process lamps or by sunlight, if weather conditions make this possible.

PRINT DEVELOPMENT

INTERESTING PROCESS. The printing frames are huge affairs, permitting a 48-inch print. The glass used to force the stripped negative against the metal, this making a perfect contact, is plate glass one inch in thickness, to withstand the heavy pressure. The next step is the development of the print.

The zinc or copper is taken next into the etching room, which is com-

pletely enclosed in glass, as the workers here use quantities of powder and chemicals in etching down to the proper depth. The sinks are equipped with the most modern type acidproof and gasproof traps, to keep gas from the sewer and the acids from coming back into the room.

Great trays or tubs on rockers are lifted and moved back and forth by electric motors, are provided here for etching the cut with the acids. There are two big "stoves" with which it is possible to "burn in" two full pages of newspaper size at one time.

FINISHED PRODUCT

The "cut" moves forward to the next room, which is also enclosed to keep out the sound of the numerous machines. Here it is cut, trimmed and "routed" out and put in shape as the finished product to be used.

The machinery in this room, which in the old plant was driven by one motor connected with a shaft and belt drive for each machine, is provided with a battery of motors, one for each piece of machinery, doing away with the web of overhead shafting and belting and with the constant noise and flying dust. There are eight electric motors.

The equipment consists of two "routing" machines, the cutting point of which makes 17,000 revolutions a minute, a circular saw for cutting wood, copper or zinc; a beveling machine, a trimmer, a drill, a jigsaw, an emery wheel and a big "proving" machine, large enough to "pull" a full page proof.

The result of all these operations performed with modern and precise equipment by skilled craftsmen, is a piece of photo-engraving raised to the highest perfection made possible by science, turned out in the least possible time, as a result of the excellent working arrangements and organization of the department.

The Knave

tells of the doings of the business world and divulges secrets of high finance. This feature of startling interest is found only in The Sunday Tribune. At all news stands 5c a copy.

Oakland

stands today at the very forefront of progressive cities of the Coast, and deservedly so, for Oakland has every advantage and every attraction that would bring to it business and population. OAKLAND, at the point where rail and sail meet, holds a commercially strategic position that will ever make her a leader among the rapidly developing cities of the Pacific Coast.

But OAKLAND needs, for the full development of its success a newspaper that will co-operate in this development, and will help to bring this great prosperity. These are the days of publicity. Publicity is required for all development, for all success, and publicity is needed by a city as well as by a private enterprise. The proper medium for this publicity should be found within the city itself; it must be constantly at hand watching every opportunity to sound the praises of the community, to set forth its advantages and attractions, to tell to the world the story of advancement, to seize the opportunity to advertise its resources so that both capital and people may come and enjoy a part of this prosperity. When credit is to be bestowed, when the "boost" is to be given, the proper medium must be at hand and must not be found wanting. When hard and intelligently directed work is required to bring proper results, the journalist must be ready to joyously put over what is necessary for the moment.

OAKLAND and the great East Bay District has such a newspaper in

The Oakland Tribune

which thinks and works for this community day and night. THE OAKLAND TRIBUNE, a journal of enterprise and progress, is always alive to the needs of the community, always ready to work for it and support it; it is always keeping pace with the times, and throbs with every pulsation of advancement of our great city. THE OAKLAND TRIBUNE is the type of journal that is absolutely necessary for such a thriving community as this, and to THE OAKLAND TRIBUNE we extend our congratulations upon their great move, which, in itself, is an advertisement in keeping with the prosperity of OAKLAND and the East Bay District.

S.M. Friedman Co.

533 14th St.

1318 Clay St.

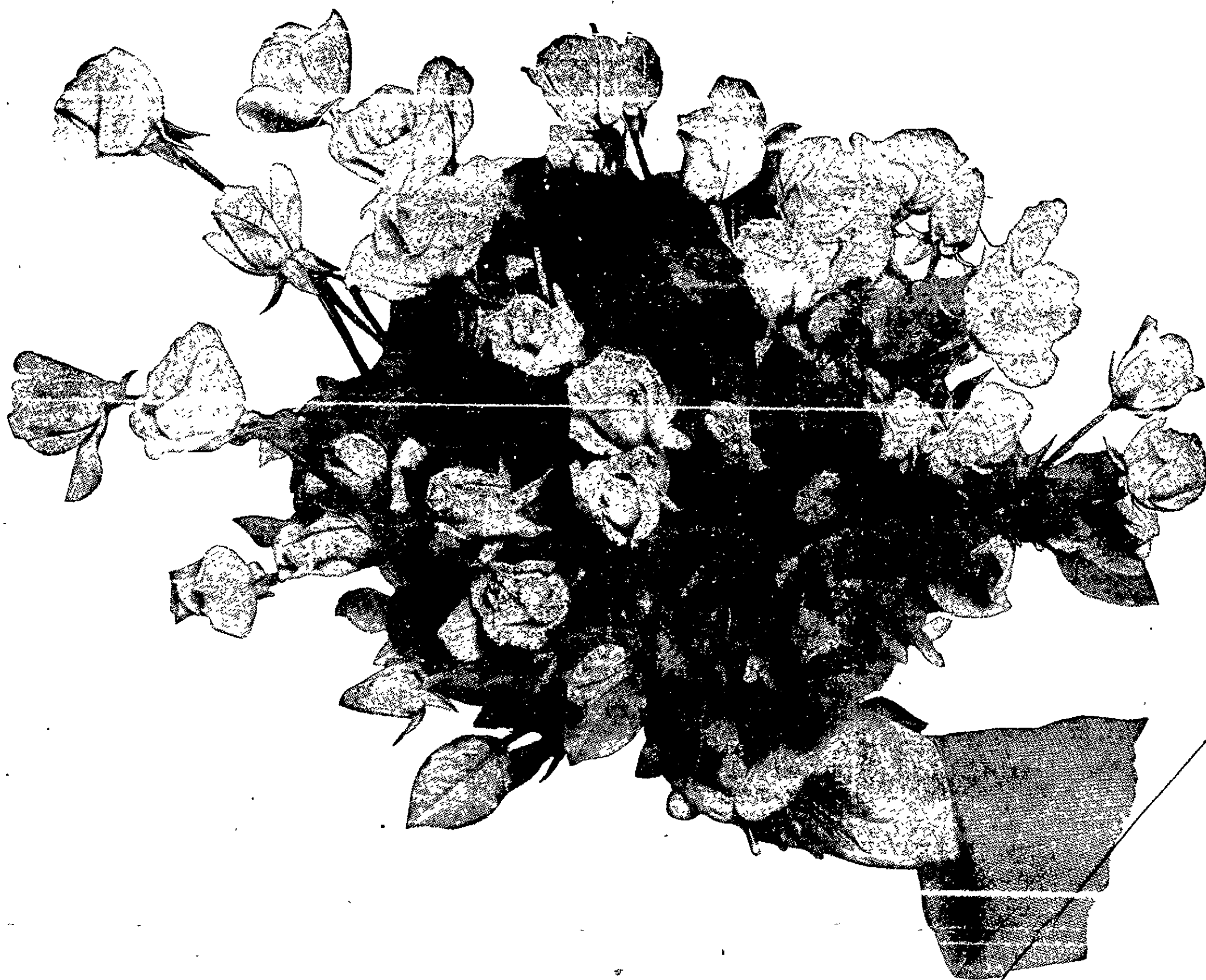
Oakland Tribune— Owners and Staff

The Jackson Furniture Co. wishes to congratulate you on your new big building.

The rapid strides and progress which have been made by the Tribune in the last number of years is genuinely worthy of the congratulations of every citizen of Oakland.

JACKSON'S
COMPLETE HOUSE FURNISHING DEPARTMENT STORE

A Bouquet to THE TRIBUNE



JOHN L. DAVIE
Mayor of Oakland

KIRBY SMITH
Health Officer

F. F. JACKSON
Commission of Public Health and
Safety

GEORGE W. FRICK
County Superintendent of Schools

JAMES B. BARBER
Tax Collector

GEO. E. GROSS
County Clerk

G. W. BACON
County Recorder

M. J. KELLY
County Treasurer

GRANT D. MURPHY
County Sheriff

FRANK J. ARNET
Sheriff,ameda County

W. FOSS
J. HAMILTON
CHAS. W. HEYER
JOHN F. MULLINS
D. J. MURPHY
Board of Supervisors

JOSEPH M. KELLEY
County Assessor

W. H. L. HYNES
District Attorney

JAMES M. KOFORD
Assistant District Attorney

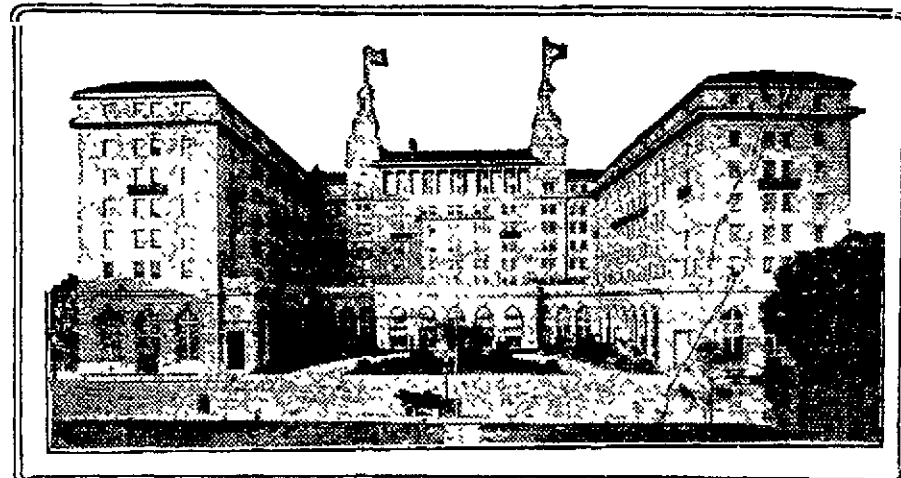
WALTER J. BURPEE
Chief Deputy District Attorney

FRANK M. SHAY
O. D. HAMLIN
A. A. ROGERS
CHARLES WADE SNOOK, JR.
THEO. P. WITTSCHEIN
MYRON W. HARRIS
W. B. SMITH
Deputy District Attorneys

EZRA DECOTO
W. J. HENNESSY
Prosecuting Attorneys

The Hotel Oakland

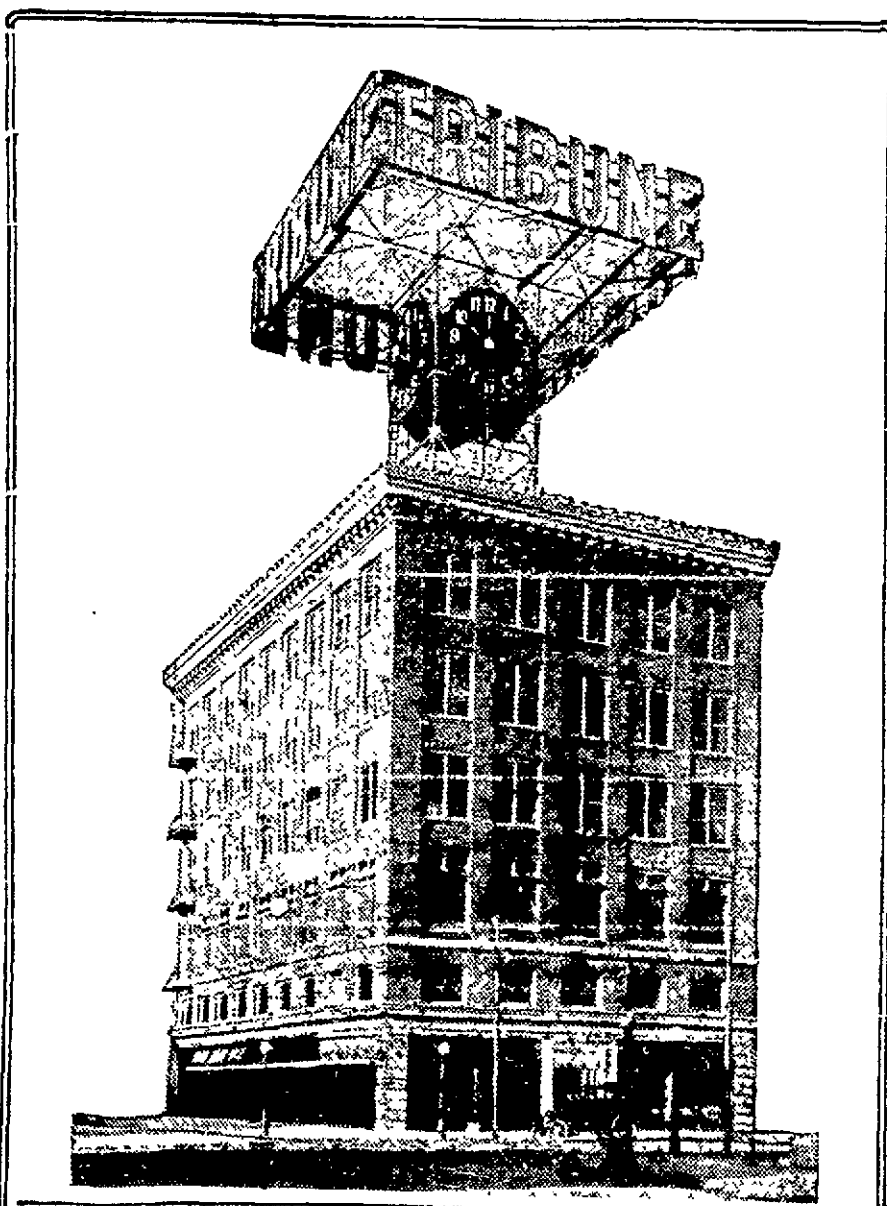
The Hotel Oakland has for nearly six years welcomed to Oakland and entertained in this city thousands of visitors, all of whom have been impressed with the beauties of Oakland and the surrounding territory and the importance of Oakland and the Great East Bay District. It is with perfect honesty, not unmixed with a little pride, that the Oakland Hotel Company is able to say that it has done as much to advertise Oakland to all the world as any other agency in the city, unless it be The OAKLAND TRIBUNE. A city is measured by its public enterprises, and the most severe test given is that of the character of its newspapers and its hotels. The Hotel Oakland has established the character of Oakland as a city, but establishing its own character as a hotel, The OAKLAND TRIBUNE has done the same by establishing a metropolitan daily with a metropolitan plant in the heart of the city. The Hotel Oakland came, as a pioneer, to this section, less than half a dozen years ago. I met the great want of this section, and has filled that want acceptably ever since. The Hotel Oakland no longer needs an introduction to the people of the city, state or nation.



WELCOMES

The OAKLAND TRIBUNE, as a newspaper, needs no introduction to the people of this community, of this state or of the country at large. It is an established institution of the East Bay Section. But the new home of The OAKLAND TRIBUNE needs an introduction, and the Hotel Oakland is glad to be able to participate in that introduction. The OAKLAND TRIBUNE today offers to the public of the Great East Bay Section a plant that is complete for a newspaper as is the plant of the Hotel Oakland for the purpose for which it was designed. The OAKLAND TRIBUNE will use that plant for furthering the prospects and advertising the advantages of this city. The Hotel Oakland recognizes that The OAKLAND TRIBUNE has been instrumental in bringing thousands of people to this section. All have stayed some time; some have remained permanently. The Hotel Oakland has done its best to entertain those whom The OAKLAND TRIBUNE has invited to this section, and the Hotel Oakland extends a cordial welcome to The OAKLAND TRIBUNE in its new move and in its very practical work of building up the community.

The Oakland Tribune

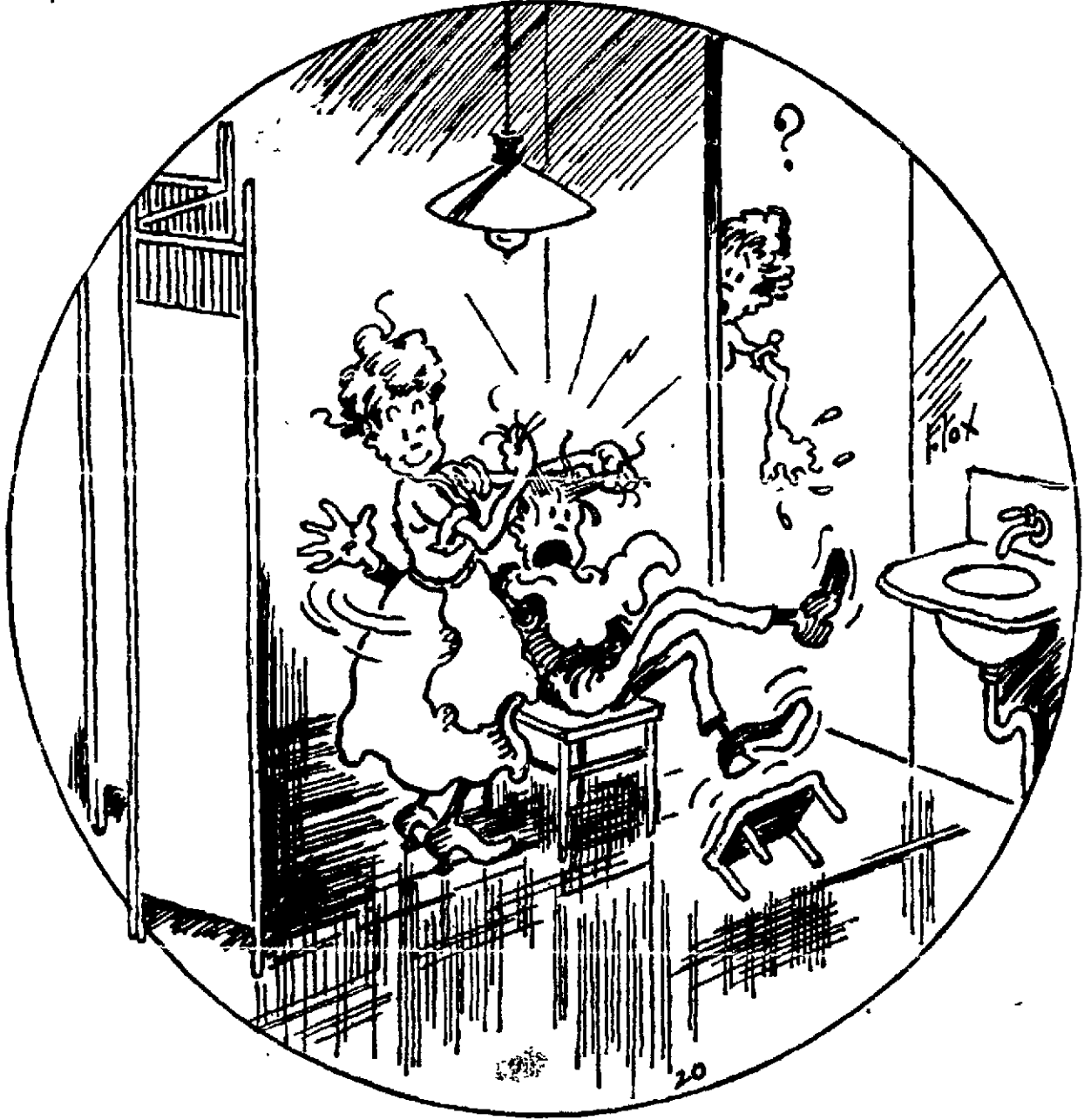




THE BENCH and BAR of ALAMEDA COUNTY

<p>W. A. STOCK 210 SYNDICATE BLDG. OAKLAND, CALIF. PHONE OAK. 1155</p>	<p>HARRY C. SCHROEDER 416 FIRST NATL. BANK BLDG. OAKLAND, CALIF. PHONE OAK. 2571</p>	<p>H. C. CUNHA UNION SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE OAK. 1130</p>	<p>H. S. CRAIG 1007 BROADWAY OAKLAND, CALIF. PHONE OAK. 4681</p>	<p>WALTER J. BURPEE CHIEF DEPUTY COURTHOUSE OAKLAND, CALIF. PHONE OAK. 507</p>
<p>M. H. SCHWARTZ SYNDICATE BLDG. OAKLAND, CALIF. PHONE OAK. 975</p>	<p>L. C. FISH FIRST NATL. BANK BLDG. OAKLAND, CALIF. PHONE OAK. 1745</p>	<p>GEO. De GOLIA OAKLAND BANK OF SAVINGS OAKLAND, CALIF. PHONE OAK. 38</p>	<p>P. J. CROSBY FIRST SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE OAK. 8590</p>	<p>A. C. AGNEW FIRST SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE OAK. 626</p>
<p>ELMER E. JOHNSON WATER WORKS BLDG. ALAMEDA, CALIF. PHONE ALA. 2422</p>	<p>M. B. GREENE BERKELEY BANK BLDG. BERKELEY, CALIF. PHONE BERK. 998</p>	<p>EDW. R. ELIASSEN SYNDICATE BLDG. OAKLAND, CALIF. PHONE LAKESIDE 43</p>	<p>L. GONSALVES SECURITY BANK BLDG. OAKLAND, CALIF. PHONE OAK. 1430</p>	<p>A. M. ARMSTRONG SECURITY BANK BLDG. OAKLAND, CALIF. PHONE OAK. 1891</p>
<p>J. J. VAN HOVENBURG FIRST SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE LAKESIDE 193</p>	<p>HENRY E. SKINNER FIRST SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE LAKESIDE 193</p>	<p>G. E. JACKSON CENTRAL BANK BLDG. OAKLAND, CALIF. PHONE OAK. 3415</p>	<p>W. B. RHINEHART 1007 BROADWAY OAKLAND, CALIF. PHONE OAK. 4081</p>	<p>S. B. McKee OAK. BANK OF SVGS. BLDG. OAKLAND, CALIF. PHONE LAKESIDE 1300</p>
<p>R. B. MYERS BACON BLDG. OAKLAND, CALIF. PHONE OAK. 4553</p>	<p>WM. A. POWELL SYNDICATE BLDG. OAKLAND, CALIF. PHONE OAK. 975</p>	<p>H. A. DAVIE OAK. BANK OF SVGS. BLDG. OAKLAND, CALIF. PHONE OAK. 2178</p>	<p>WM. T. SATTERWHITE SYNDICATE BLDG. OAKLAND, CALIF. PHONE OAK. 1492</p>	<p>A. G. TASHERIA OAK. BANK OF SVGS. BLDG. OAKLAND, CALIF. PHONE LAKESIDE 1300</p>
<p>F. P. TUTTLE UNION SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE OAK. 315</p>	<p>JUDGE JOHN J. ALLEN SYNDICATE BLDG. OAKLAND, CALIF. PHONE OAK. 1130</p>	<p>F. A. BERLIN CENTRAL BANK BLDG. OAKLAND, CALIF. PHONE OAK. 1782</p>	<p>PECK, BUNKER & COLE SYNDICATE BLDG. OAKLAND, CALIF. PHONE OAK. 3039</p>	<p>H. C. McPIKE SYNDICATE BLDG. OAKLAND, CALIF. PHONE OAKLAND 3039</p>
<p>CLARENCE CROWELL COURT COMMISSIONER UNION SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE OAK. 2</p>	<p>CLINTON G. DODGE UNION SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE LAKESIDE 651</p>	<p>ELSTON, CLARK & NICHOLS FIRST NATL. BANK BLDG. BERKELEY, CALIF. PHONE BERK. 3804</p>	<p>P. A. FONTAINE OAK. BANK OF SVGS. BLDG. OAKLAND, CALIF. PHONE OAK. 1669</p>	<p>GREENE MAJORS SYNDICATE BLDG. OAKLAND, CALIF. PHONE OAK. 3073</p>
<p>F. J. OSTRANDER UNION SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE OAK. 88</p>	<p>CARL F. WOOD FIRST SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE OAK. 9206</p>	<p>BELL, BELL & SMITH THOMSON BLDG. OAKLAND, CALIF. PHONE OAK. 978</p>	<p>W. I. NEWBY 3105 E. 14TH STREET OAKLAND, CALIF. PHONE FRUITVALE 1009</p>	<p>E. K. TAYLOR ALAMEDA BANK BLDG. ALAMEDA, CALIF. PHONE ALA. 491</p>
<p>FREDERICK E. WHITNEY DALY BLDG. OAKLAND, CALIF. PHONE OAK. 4873</p>	<p>FRED L. BUTTON BACON BLDG. OAKLAND, CALIF. PHONE OAK. 2073</p>	<p>FITZGERALD, ABBOTT & BEARDSLEY OAKLAND BANK OF SAVINGS BLDG. OAKLAND, CALIF. PHONE OAK. 430</p>	<p>A. V. MENDENHALL BACON BLDG. OAKLAND, CALIF. PHONE OAK. 1200</p>	<p>J. P. MONTGOMERY BACON BLDG. OAKLAND, CALIF. PHONE OAK. 4379</p>
<p>IRVING MAGNES UNION SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE OAK. 495</p>	<p>F. L. DE FREITAS BACON BLDG. OAKLAND, CALIF. PHONE OAK. 4915</p>	<p>FRANK L. HAIN OAK. BANK OF SVGS. BLDG. OAKLAND, CALIF. PHONE OAK. 430</p>	<p>JOHN A. SANDS OAK. BANK OF SAVGS. BLDG. OAKLAND, CALIF. PHONE OAK. 7255</p>	<p>ROSE & SILVERSTEIN UNION SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE OAK. 4101</p>
<p>J. LEONARD ROSE PLAZA BLDG. OAKLAND, CALIF. PHONE OAK. 15</p>	<p>LOUIS GLICKMAN OAK. BANK OF SAV. BLDG. OAKLAND, CALIF. PHONE OAK. 2663</p>	<p>LANGAN & RUTHERFORD FIRST NATL. BANK BLDG. OAKLAND, CALIF. PHONE LAKESIDE 919</p>	<p>J. P. LACEY OAKLAND BANK OF SAVINGS OAKLAND, CALIF. PHONE LAKESIDE 528</p>	<p>JUDGE J. D. MURPHEY FIRST NATIONAL BANK BLDG. BERKELEY, CALIF. SECURITY BANK BLDG. OAKLAND, CALIF. PHONES OAK. 1-BERK. 1232</p>
<p>ST. SURE & ROSE PLAZA BLDG. OAKLAND, CALIF. PHONE OAK. 13</p>	<p>J. B. RICHARDSON G. N. RICHARDSON SECURITY BANK BLDG. OAKLAND, CALIF. PHONE OAK. 1632</p>	<p>DECOTO & CALKINS SECURITY BANK BLDG. OAKLAND, CALIF. PHONE OAK. 1632</p>	<p>REED, NUSBAUMER & BINGAMAN UNION SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE LAKESIDE 651</p>	<p>ROBINSON, ROBINSON & PRICE FIRST NATL. BANK BLDG. OAKLAND, CALIF. PHONE OAK. 4151</p>
<p>J. W. GWILT SECURITY BANK BLDG. OAKLAND, CALIF. PHONE OAK. 4305</p>	<p>O. G. FOELKER FIRST SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE OAK. 2003</p>	<p>EUGENE E. TREFETHEN OAKLAND BANK OF SAVINGS BLDG. OAKLAND, CALIF.</p>	<p>SNOOK & CHURCH Security Bank Bldg. OAKLAND, CALIF. PHONE OAK. 252</p>	
<p>M. C. CHAPMAN, JR. OAKLAND BANK OF SAVINGS BLDG. OAKLAND, CALIF. PHONE OAK. 836</p>	<p>DUNN, WHITE & AIKEN SYNDICATE BLDG. OAKLAND, CALIF. PHONE OAK. 610</p>			

Vernon McNutt Goes to take a hair treatment and puts his arm around the young lady massaging his scalp.
—By F. F. FOX.



Fontaine Fox Draws Exclusively for The Oakland Tribune

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THOSE WHO HELPED

THE speed and efficiency with which the new building was prepared for occupancy for The TRIBUNE was made possible by the splendid cooperation of the many firms engaged on the work. They and their men worked together on the job to accomplish the task in the best time possible. The workmanlike quality displayed on each contract has been a source of gratification to The TRIBUNE. The men and firms who aided in bringing the task to completion were as follows:

- E. T. Foulkes, architect.
- Frank B. Gowell, superintendent.
- CONTRACTS GIVEN OUT ON BUILDING.
- Montgomery Elevator Company, elevators.
- Fraunfelder Ornamental Iron Works, iron stairs.
- Oakland Concrete and Terazzo Company, concrete and reinforcing pits for presses and motors, concrete rooms on roof, elevator shaft extension on roof, cement for tile laying on pressroom, etc.
- Otis Elevator Company, extending old passenger elevator, safety appliances on both.
- J. A. Marshall, excavating for pits in basement.
- Fairbanks, Morse & Co., platform scale.
- Hermann Safe Company, vault door and vestibule, two small wall safes.
- The Yager Sheet Metal Company, two skylights and cornice changes.
- Stobbe & Romak, iron work, doors, etc., on new passenger elevator, changing fire escape ladders, iron on flower box.
- San Francisco Elevator Company, one electric sidewalk elevator.
- P. H. Jackson & Co., sidewalk lights and doors.
- California Steel Company, four I steel beams.
- Dinneen Marble Works, marble work.
- National Plastering Company, all plastering.
- Charles Chubb, putting up tile walls.
- L. W. Blake, plumbing, gas pipes.
- Woods, Huddart & Gunn, steel work for roof rooms.
- V. L. Fortin & Son, brick under columns, tile walls pressroom.
- Gladding, McBean & Co., tile bricks.
- Electrical Construction Company, miscellaneous conduit work.
- L. D. Frazee, heating system.
- Louis H. Spott, electrical work and fixtures.
- Carl T. Doell, miscellaneous plumbing work.
- Maxwell Hardware Company, miscellaneous hardware.
- Sunset Lumber Company, lumber.
- A. K. Goodmundson, repair to roof.
- Burnham-Standford Company, mill work in hardwood.
- Oakland Mantel Company, tile work.
- Atkinson Mill and Manufacturing Company, soft woodwork.
- W. P. Fuller Company, paint and glass.
- CONTRACTS GIVEN OUT BY TRIBUNE BUILDING.
- R. Hec & Co., sextuple press with

half deck extra and various other machinery.

The Cutler-Hammer Manufacturing Company, two full automatic control systems.

Owen T. Snyder Company, one automatic plate dropper.

General Acoustic Company, one complete dictograph system.

The Lamson Company, Lamson carrier services.

The Mergenthaler Company, motors for linotype machines, changing electric linotype pots.

Miehle Printing Press Company, repair of presses and erecting.

American Type Founders' Company, composing room and job department furniture.

Crocker-Wheeler Company, new motor equipment through Blundon, Ray & Hampton.

Jack Martin & Co., gas burners and boiler.

The Standard Electric Time Company, secondary clocks.

Cincinnati Time Recorder Company, time clock and outfit.

General Electric Company, changing electric paper hoist.

Miller Saw-Trimmer Company, motor brackets.

National Sheet Metal Works, metal shelving and ventilating.

King's Electrical Company, job motor control equipment.

Novelty Electric Sign Company, steel tower on roof, electric sign, electric master clock.

Phoenix Desk Company, office furniture.

Pacific Telephone and Telegraph Company, telephone switchboard and sub-stations.

Oakland's future prosperity and unlimited development is more definitely determined by The Oakland TRIBUNE establishing such a plant as we have today in our midst

FOX PIANO CO.
582-14TH STREET
PHONE OAKLAND 2848

Congratulations on your progressive move

We wish you every success.

Breed & Bancroft, Inc.
1206 Broadway, Oakland.

The Berkeley Branch of The TRIBUNE office is now located at 2011 Shattuck Ave.

Our best wishes for continued success to The Tribune

J. SEULBERGER & CO.
Florists and Seedsmen
418 Fourteenth Street

Sunday Tribune Features Best and Brightest—Excels in News, Magazine, Comics, Literary Departments

The Mesmer-Smith Shoe Co.

WELCOMES THE TRIBUNE TO THIRTEENTH STREET

Mesmer-Smith Shoe Co.
473 13TH STREET

We are glad to have The TRIBUNE as our neighbor
Hotel St. Mark
Management Louis Aber and E. J. Greenhood

GREETINGS!!

Best Wishes for Continued Success to the Oakland Tribune
From the Professional Men of the East Bay Cities

PHYSICIANS AND SURGEONS DENTISTS

DR. S. H. BUTEAU 1307 BROADWAY OAKLAND, CALIF. PHONE OAK. 675	Dr. Lemuel P. Adams FEDERAL REALTY BLDG OAKLAND, CALIF. PHONE OAK. 1158	Dr. Susan J. Fenton FIRST NATIONAL BANK BLDG OAKLAND, CALIF. PHONE OAK. 582	Dr. D. A. Bardellini 5237 COLLEGE AVE., OAKLAND, CALIF. PHONE PIED. 1561
	Dr. J. H. Sampson DALZIEL BLDG. OAKLAND, CALIF. PHONE OAK. 3730	DR. GEO REINLE MACDONOUGH BLDG. OAKLAND, CALIF. PHONE LAKE. 51	DR. J. LEE PROSSER 1307 BROADWAY OAKLAND, CALIF. PHONE OAK. 3544
	Dr. Henning Koford OAKLAND BANK OF SAVINGS OAKLAND, CALIF. PHONE OAK. 5163		Dr. Albert E. Sykes UNION SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE OAK. 3173
DR. A. S. KELLY FIRST NAT. BANK BLDG. OAKLAND, CALIF. PHONE OAK. 442	Dr. H. B. Mehrmann 14TH AND BROADWAY OAKLAND, CALIF. PHONE LAKE. 51	DR. E. R. SILL 1215 E. 14TH ST. OAKLAND, CALIF. PHONE MERRITT 30	
		SISSON & SISSON OSTEOPATH FIRST NATIONAL BANK BLDG OAKLAND, CALIF. PHONE OAK. 958	DR. C. F. JARVIS FIRST NATIONAL BANK BLDG. OAKLAND, CALIF. PHONE OAK. 81
Dr. Ergo A. Majors DALZIEL BLDG. OAKLAND, CALIF. PHONE OAK. 2637	DR. A. T. PIERCY BACON BLDG. OAKLAND, CALIF. PHONE OAK. 3519	DR. C. J. GADDIS OSTEOPATHS 610 FIRST NAT BANK BLDG. OAKLAND, CALIF. PHONE OAK. 5768	Dr. D. H. Cockerton UNION SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE OAK. 1409
	DR. E. V. TIFFANY BACON BLDG. OAKLAND, CALIF. PHONE OAK. 3527	DR. IRMA I. MOON OSTEOPATH 712 UNION SAV. BANK BLDG. OAKLAND, CALIF. PHONE OAK. 1164	DR. W. J. SMYTH UNION SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE OAK. 1980
		Dentists	DR W. P. BUSH ACHESON BLDG. BERKELEY, CALIF. PHONE BERK. 4725
	Dr. Parley Musser City Bacteriologist FIRST NAT. BANK BLDG. OAKLAND, CALIF. PHONE OAK. 5113	DR. J. CAMP DEAN DALZIEL BLDG. OAKLAND, CALIF. PHONE OAK. 2808	Dr. R. D. PAPANDRE 1502 WEST OAKLAND, CALIF. PHONE OAK. 8612
	DR. O. D. HAMLIN FEDERAL REALTY BLDG. OAKLAND, CALIF. PHONE LAKE. 3500	DR. J. H. CALLEN 1521 FRUITVALE AVE. OAKLAND, CALIF. PHONE FRUITVALE 1348	Elizabeth E. Richardson, D. D. S. ORPHONDONTIST 2428 BANCROFT WAY BERKELEY, CALIF. PHONE BERK. 5973
		DR. CHAS A. DUKES CENTRAL BANK BLDG. OAKLAND, CALIF. PHONE OAK. 50	Dr. R. I. Woolsey 2446 CHANNING WAY BERKELEY, CALIF. PHONE BERK. 722
	DR. GUY H. LILIENCRANTZ 1965 TELEGRAPH AVE. OAKLAND, CALIF. PHONE OAK. 115	DR. MARK LEWIS EMERSON (Surgeon) 1307 BROADWAY OAKLAND, CALIF. PHONE OAK. 6764	Oculists and Aurists
	DR. R. E. BURNS 1915 SANTA CLARA AVE ALAMEDA, CALIF. PHONE ALA. 207	DR. E. N. EWER FEDERAL REALTY BLDG. OAKLAND, CALIF. PHONE LAKE. 246	Dr. T. H. Winslow UNION SAVINGS BANK BLDG. OAKLAND, CALIF. PHONE OAK. 1409
	DR. L. H. AARONS 3815 E. 14TH ST. OAKLAND, CALIF. PHONE FRUITVALE 2130	Dr. Radford J. Fearn (Surgeon) FIRST NATIONAL BANK BLDG OAKLAND, CALIF. PHONE OAK. 2839	DR. H. C THOMAS DALZIEL BLDG. OAKLAND, CALIF. PHONE OAK. 2243
		DR. LORAN PEASE FEDERAL REALTY BLDG. OAKLAND, CALIF. PHONE LAKE. 1497	Dr. Francis M. Shook OAK. BANK OF SAV. BLDG. OAKLAND, CALIF. PHONE OAK. 4009
		DR. FRED G. BAIRD 351 20TH STREET OAKLAND, CALIF. PHONE LAKE. 769	

The Dawn of a New Era on Thirteenth St.



The "Jinx" has gone from Thirteenth street. It was only a few months ago that some of the leading business men of Thirteenth street got together and buried the Thirteenth-street "Jinx" with proper ceremonies, and it would seem that the "Jinx" has been properly laid because that same street with the unlucky number has become the main east and west thoroughfare of the City of Oakland.

To go back a little way into history it must be remembered that the first skyscraper of which Oakland could boast was built on Thirteenth street and the Union Savings Bank Bldg. is still one of the finest office buildings to be found anywhere.

Then the Hotel Oakland, defying the "Jinx," located boldly on Thirteenth

street, and that building has done more to carry the fame of Oakland abroad than any other building in Oakland except, possibly, our City Hall. The Hotel Oakland has not found Thirteenth street unlucky for it is today doing a business that even the most enthusiastic did not predict for it half a dozen years ago.

And now it has remained for The OAKLAND TRIBUNE to finally lay the "Jinx" and to prove that Thirteenth street is and will be the great east and west artery of trade and commerce for Oakland. The splendid plant of the new TRIBUNE is second to no other structure on the street and has definitely located the business center of the community.

Horwinski Co.

PRINTERS

361 Thirteenth Street

Say--

"Hello, Tribune"

M-M

Marymont's Millinery

511 13th Street

AND

Le Chapeau Millinery

484 13th Street

WELCOMES THE TRIBUNE

We congratulate The TRIBUNE upon its new and modern home—the culmination of its hopes and the reward of its efforts. May increased prosperity greet each successive year.

SMITH BROTHERS

Books, Stationery, Office Supplies

13th St. Bet. Broadway and Washington.

We wish to extend our hearty congratulations to the men behind the guns of The Tribune for having accomplished so much in the past few months. We also want you to know that it has been a pleasure to work with you.

WE WISH YOU EVERY SUCCESS.

Jack Martin & Company

309 THIRTEENTH STREET

Near Hotel Oakland

Telephone Oakland 1153 OAKLAND, CALIFORNIA

GILCHRIST FURNITURE CO.

CORNER 13TH AND CLAY STS.

extends compliments
and greetings to

THE OAKLAND TRIBUNE

ACROSS FROM THE TRIBUNE

MEAD'S

WAFFLE KITCHEN

416 13TH STREET

Greetings

To The Tribune Publishing Co.

on their most progressive move to their new home

We have been a part of Oakland's commercial life for nearly nine years, starting in a small, obscure store in the Bacon block.

We are now conducting two large retail stores in this city as well as most important retail establishments in the heart of the shopping districts in both San Francisco and Los Angeles.

Our owners, Messrs. Paul and Chas. M. Tieburg, however, despite their business interests in other cities, have chosen Oakland for their homes; both live here and have brought over fifteen families to Oakland and are taxpayers in this city.

Advertising has been the "Wonderful Lamp" that has made it possible for such business strides and in congratulating The Oakland Tribune on its progress we do so because the publicity used in its columns has assisted us in no small way to our present position as retailers of shoes.

We have no hesitancy in pronouncing The Oakland Tribune to be the best advertising medium in California.

ROYAL SHOE CO.

SAN FRANCISCO
786 MARKET ST.

OAKLAND
CORNER
WASHINGTON
AND 13TH STS.

LOS ANGELES
551 S. BROADWAY

GEO. W. LEISZ

347 13th Street

Welcomes The TRIBUNE

WE WELCOME THE TRIBUNE

Alameda County Title Insurance Company

Successor to Alameda County Abstract Co.—Stocker & Holland Abstract Co.

426 THIRTEENTH STREET, OAKLAND, CAL. CONTINUOUSLY IN BUSINESS SINCE 1861 PHONE OAKLAND 313

THE TRIBUNE'S NEXT DOOR NEIGHBOR

WARMLY GREETS OAKLAND'S PROGRESSIVE—LIVE—WIDE AWAKE NEWSPAPER

Harry S. Anderson

Fred N. Anderson

ANDERSON'S CARPET HOUSE

405 13TH STREET
Phone Oakland 42

First door west of The TRIBUNE on Thirteenth Street.

SUCCESS TO
OAKLAND'S
BIGGEST
AND BEST
NEWSPAPER

COLUMBIA Outfitting Co.

Five Hundred
Fourteen
Thirteenth St.

THE extensive investment of
The OAKLAND TRIBUNE
is one of the big things Oakland is
proud of.

McNUTT & SWIFT

BROADWAY AT 13TH STREET

Our Best Wishes
to The
OAKLAND TRIBUNE
For Continued Success

State Savings Bank

The OAKLAND TRIBUNE management deserves all praise for the faith shown in Oakland's future development.

Chas.
Hoffman & Co.
COSTUMERS
488 13th Street

Welcome to 13th
Street, Tribune

W. N. Jenkins

Jeweler and Silversmith

N. W. Cor. 13th
and Washington Sts.
Oakland, Cal.

We welcome The Oakland
Tribune to 13th St.

Herbert H. Jackson
Company
Jewelers and
Manufacturers

357 13th St., near Webster

The only tempting inducement we offer in our store is good work, good goods and reasonable prices.

GREENEBAUM
EYES TESTED
LENSES GRINDING
OCCULIST'S PRESCRIPTIONS FILLED
OPTICIAN

518 13th Street
Between Washington & Clay

Tribune's New Press Prints 72,000 Papers an Hour

Mammoth Hoe Sextuple Latest Production of Inventive Minds In World of Newspaperdom

The TRIBUNE, with establishment of the two big presses and the delivery of the papers will be in full view from the windows facing the street.

In shipping the monster new press from the East, four freight cars were used. The gross weight, without the motor equipment, is about eighty tons, or 160,000 pounds. It occupies a space 10 feet in width by 30 in length and stands 15 feet high.

LIGHTNING SPEED IS INDICATED.

The lightning speed of the new press is indicated by the following, showing its capacity per hour:

Seventy-two thousand 4, 6, 8, 10 or 12-page papers.

Fifty-four thousand 16-page papers.

Thirty-six thousand 14, 16, 18, 20, 22 or 24-page papers, composed in two collected sections.

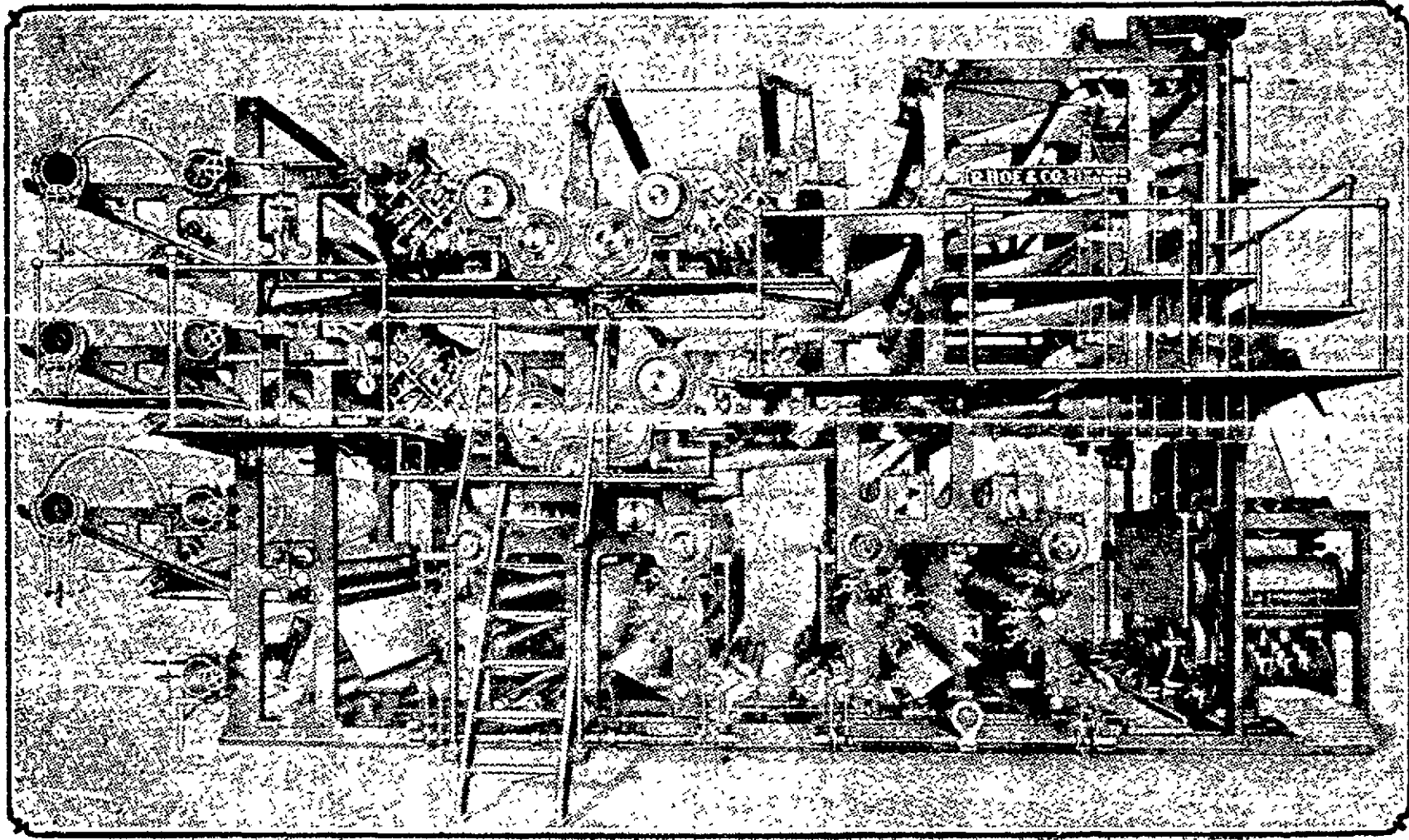
Thirty-six thousand 18, 20, 22, 24 or 26-page papers, composed in two collected sections of different number of pages.

Eighteen thousand 28, 32, 36, 40, 44, 48 or 52-page papers, composed in two collected sections.

This means that 72,000 copies of a 12-page edition, or 36,000 copies of a 14 to 26-page edition will be sent through the press, folded, pasted if desired, counted in bundles and delivered, in one hour. The equipment makes possible the printing of double the number of sections of which the old-style presses are capable.

Forty years ago The TRIBUNE, then four years in existence, had a cylinder press of which it was proud. It had a capacity of about 1100 papers an hour. It would have taken it three days, running at full capacity, to get out one day's edition of the present circulation of The TRIBUNE, without considering the size of the paper, which would have been unthinkable in those days.

The new press has been fitted with an extra half deck for color work and will have a reversible cylinder in one of the units of the top deck to make



Mammoth new Tribune press—X-pattern sextuple lightning press built by R. Hoe & Company of New York and London.

the printing of the color section finer and to enable the use of more colors in the process.

LAST-MINUTE NEWS CAN BE HANDLED.

By means of a "fudge" service, the press is equipped to handle "last-minute news," which can be placed in the front page any time during the press run of an edition, making it possible to give the public an important late story which may break after the edition has gone to press. This late news device is part of the equipment of only the most modern presses and is one of the late patents in press construction.

Both presses will be driven and controlled by the Kohler system of electric control. The new press is operated by a 75-horsepower motor directly coupled to the main drive shaft of the press. The switchboard and control system are in a room separated from the press by plate wire-mesh glass, which is an added protection to the employees working about the power plant.

The open construction of the new press, the careful protection of the working parts, and the equipment by which all the adjustments can be made from outside the press, make for convenience in handling and for the safety

of pressmen. The press is controlled from seven "stations" at different parts, where the touch on a push-button will halt it quickly if occasion demands. An electrical indicator records any chance variation that might occur. Should the paper, which is fed into the rollers from immense rolls, from 32 to 66 inches in width, break during the operation of the press, the machine is stopped automatically by the operation of the electrical braking system.

The two presses, when the older machine has been rebuilt and improved, will greatly increase the capacity of the plant, and by their speed and capacity, will provide for the future growth of The TRIBUNE for some time to come. They represent at present the best mechanical equipment obtainable in America, which leads the world in press construction.

THE LAST TIME you missed the last car you wished you had known what time it left. The TRIBUNE offers an up-to-date and complete first and last time car schedule free to subscribers at the main office of The TRIBUNE.

Stereotyping

TWO minutes saved on each form. Two hours saved each day. Wastage of muscle power eliminated.

This is the record of the new equipment in the stereotyping department. It means that The TRIBUNE can break its own record, which was the record in Oakland for the time in getting out an extra. For this two minutes saved is saved in a process that comes in the making of a newspaper just before the press is started and the edition run off. It is the process of making the stereotype plates for the big presses.

Two minutes saved on a form means that instead of it being six to eight minutes after the "flash" has come on a piece of news before the paper is going out on the street, it will be only four to six minutes in the new TRIBUNE plant. Two minutes saved means not only that The TRIBUNE can be first on the street with the news, but that it can outdistance its rivals by double the time it has been able to win by in the past.

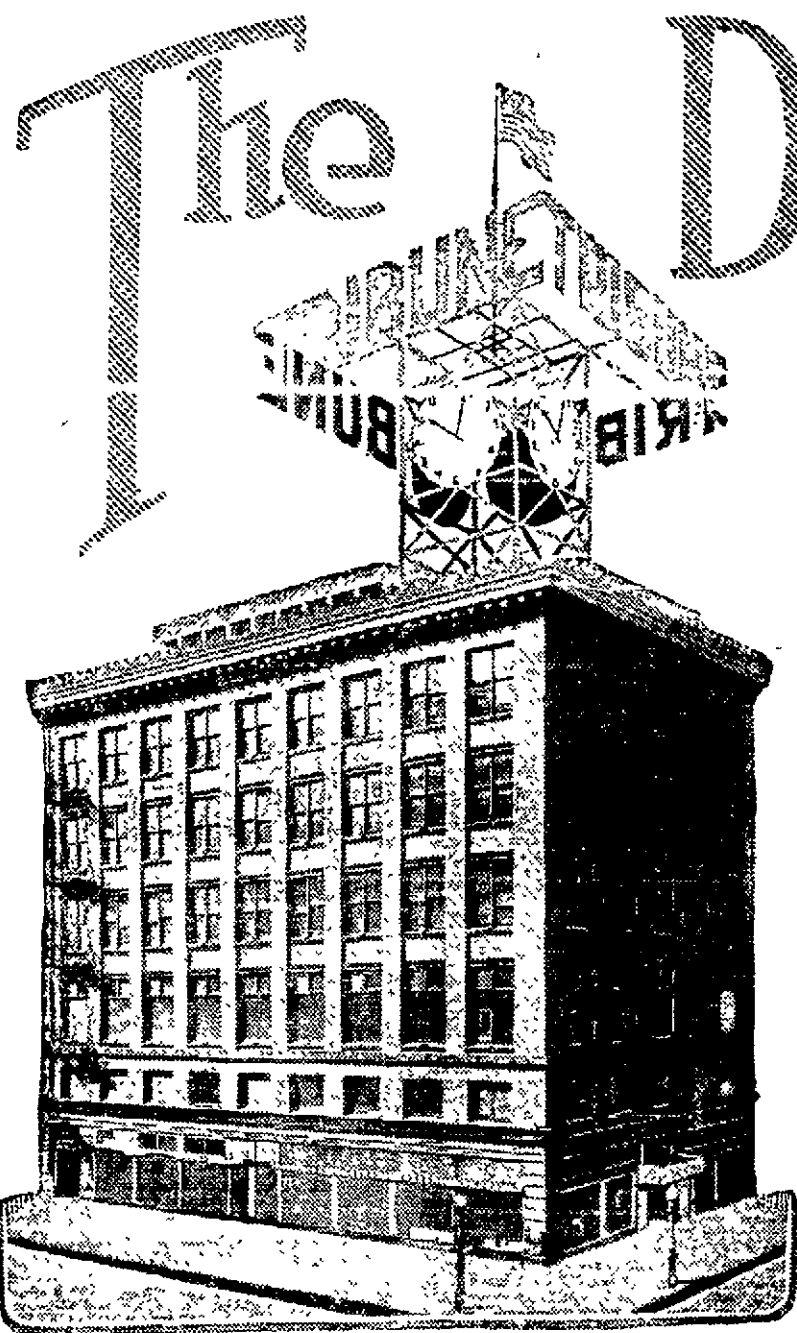
A SERVICE TO WHICH FEW CAN ASPIRE.

With its complete Associated Press, United Press and International News Service, this perfection of mechanical equipment means an ideal of service in handling the news to which few papers can aspire.

In flashing the news to the public, news such as that of the declaration of war by the United States, nearly a year ago, The TRIBUNE was able by its superior service and equipment to be the first upon the street. With the advantages gained by the new mechanical equipment, this lead will be materially increased.

The stereotyping department is one of the integral processes in the production of a modern newspaper. The men who make up the force in this room are skilled mechanics of the highest type, men who must have had long experience in handling the wet matrices, in molding these with the type forms, in drying them and in pouring the molten metal to make a cast with a clear and perfect impression. With the old machinery, they were probably the hardest working crew in the building. The pressure under which the matrices were dried

(Con. on Page 18, Cols. 4-5)



The Dawn of a New Era on Thirteenth St.

The location of the New Home of The OAKLAND TRIBUNE on Thirteenth street means the dawning of a new era for the business men of that thoroughfare. It means the definite location of the business center of the community, and it means that Thirteenth street will forever be the great east and west artery of trade and travel in the City of Oakland. With the splendid Hotel Oakland, with new buildings for offices and for trade, with banks and financial institutions, with the probable location of a union depot for all street and suburban lines at Thirteenth and Franklin streets, it needed only the location of the finest newspaper office in the

West to round out and make complete the business life of Thirteenth street.

The new TRIBUNE building means much to Oakland, but more to that part of Oakland which has its business on Thirteenth street. The future of this thoroughfare is assured. No other street can rival it in buildings or business, and the location of Thirteenth street on the map is now firmly fixed.

Thirteenth street can now claim to be one of the two great arteries that lead right to the heart of Oakland.

There is a dawning of a new era for this street, and that new era will be one of long duration. It will not be a short era, but one that will carry prosperity with it for many years to come.

WELCOME
TRIBUNE
TO 13TH ST.

Mary M. Prest
SUCCESSOR TO
Cooper's Library
419 13th St. BROADWAY & FRANKLIN
OAKLAND, CALIFORNIA

Welcome
Tribune
HORSESHOE INN
F. F. NOBLE, Prop.
Oakland's newest eating place—on
Thirteenth street, near the new Tribune Building.
417 13th Street
OAKLAND

FELICITATIONS
TO THE CITY OF OAKLAND
ON THIS OCCASION
MARKING THE COMPLETION OF
ANOTHER ENTERPRISE
OF A MAGNITUDE
COMMENSURATE WITH ITS
SPIRIT OF ACHIEVEMENT

**Chinn
Beretta**
Eye Glasses Spectacles

At any of our Seven Stores—

Oakland,
Sacramento, Fresno,
Stockton, Vallejo
1048 J St., Fresno
120 Geary Street and 164
Powell Street, San Francisco

To The Tribune is due every credit
for the unlimited faith shown in
Oakland's future.

Welcome to 13th Street
TRIBUNE

C. J. TWOMEY Merchant
Tailor
433 13th Street

Inspect my Spring Line of Imported High-Grade Woolens

We all extend our most hearty congratulations to
and future earnest co-operation in community
prosperity work—The Oakland Tribune

HARRY G. WILLIAMS
FUEL AND FEED
353 13th Street

Cosgrave's, Inc.

523 13th Street

Extend greetings to

The Tribune and a sincere wish for
continued growth and prosperity

WELCOME
TRIBUNE
TO
13TH STREET
Kisich's
SADDLE ROCK
RESTAURANT

The Curtain Store
520 Thirteenth
Welcomes
The Tribune
Uptown

Welcome Tribune
"Century
Electric"
CORNER
13TH AND CLAY STS.

We "up and down"
13th street
welcome you
Tribune
Otis Elevator Co.
333 13th Street

The Winedale Co.
373 13th Street
Extends
Greetings
to
The Tribune

PROSPEROUS SECTION IS FIELD OF THE TRIBUNE

Great East Bay District Has Made Place in Western World of Industry

THE TRIBUNE is now prepared to serve, better than ever, the most rapidly growing portion of the State of California—the great East Bay District, which The TRIBUNE has made its especial field and which it fills to the exclusion of every other journalistic competitor.

With a plant that is now up to the very minute, the most complete and compact in the State of California, with news services unrivaled, with equipment the newest to be had, with unequalled facilities and staff for turning out a great newspaper that has a field of its own and occupies that field to the satisfaction of the population thereof, The TRIBUNE is today master of its particular territory.

And that territory is growing more rapidly than any other part of the State, and has long since assumed a character and independence that is faithfully reflected in the character and independence of The TRIBUNE, a metropolitan journal representing a metropolitan community. And what is more, The TRIBUNE has confidence in that community, as shown by the investments which brought into existence this new building and home.

The time was when Oakland, Alameda and Berkeley were three widely separated communities "somewhere in Alameda county" and vaguely at the eastern end of a ferry service from San Francisco. In those days The TRIBUNE was a modest evening paper published in a suburban community, and the paper and the community were both in competition with larger papers and larger intensities across the bay. But those days have gone, both for The TRIBUNE and the great East Bay section. There is no longer competition by either—only friendly equality.

THE GREAT EAST BAY.
The great East Bay section has established its industrial, commercial, financial and political independence, and The TRIBUNE has established its journalistic independence at the same time. The great East Bay district has made its place in the western world of trade and commerce and has established itself as a great community of industry and production, and The TRIBUNE has occupied that field in a journalistic way, completely. In amount invested in the community, in size of character of plant and equipment, in quantity of quality of news, editorial or feature services, in circulation in its own field, in quantity and purity of its advertising or in any of the points of a modern newspaper, The TRIBUNE is without a peer. This uniqueness is without:

1. That the great East Bay district is of the utmost importance as a community center.
2. That The TRIBUNE is filling that field completely to the perfect satisfaction of those who are building that community and making it pulsate and throb with commercial and industrial life.

CONFIDENCE IN THE TRIBUNE.
This community has shown its confidence in The TRIBUNE in a circulation and advertising patronage that is the pride of this paper. This circulation and this advertising patronage shows that the East Bay communities recognize that their journalistic needs can only be met from within and The TRIBUNE intends to completely meet all such needs. This new building and new plant is an indication of how thoroughly The TRIBUNE intends to meet these requirements and demands.

The East Bay district has long since ceased to be a collection of scattered communities, each with its own interests, ambitions and ideals. It is true that there are a multitude of these communities running from Martinez and Vallejo on the north to San Jose on the south, and that from the City of Richmond through Berkeley, Oakland and Alameda to and including the City of San Leandro, every foot of the country is under incorporated government, ten cities in all, yet this condition does not represent diversity of interests, but is the result of the growing together of individual communities that were started and afterwards incorporated when each center was separated from the other by open fields that have since become thickly settled. Now all that separates these communities are the political boundary lines that were established

by the surveyor who laid out each settlement. Even the boundary line of Alameda and Contra Costa counties does not separate the actual industrial and commercial interests of Richmond, Stege and El Cerrito on the Contra Costa line from Berkeley, Albany, Oakland and the other cities on the south.

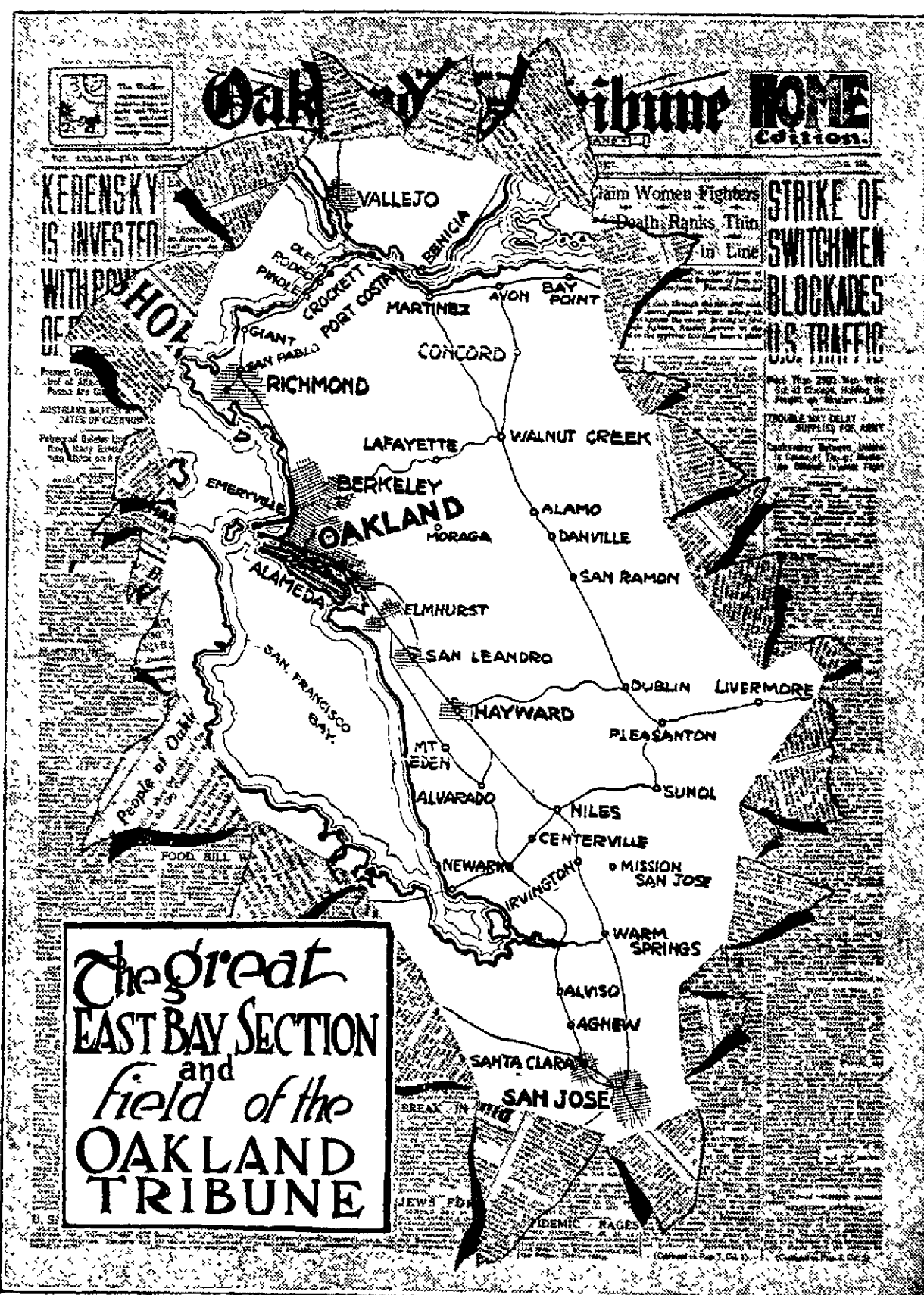
DENSE POPULATION.
How many people, even living in this great East Bay district, realize that there are ten separate incorporated cities beginning at Richmond and running through to and including San Leandro, and that every square foot of territory from the ridge of the hills to the bay between these two cities is under corporate rule. And how many, even of those who live in the East Bay district, can tell where one begins and the other ends. How many know exactly what constitutes the three live and growing cities of Richmond, Stege and El Cerrito, just over the Contra Costa line? And immediately to the south come the cities of Albany, Berkeley, Emeryville, Piedmont and Oakland, to all intents except as to municipal boundaries and form of government, one city with like aims, hopes and ambitions. Alameda has, perhaps, a little more geographical separation in that it is an island, but it is an artificial one, for the tidal canal was made by federal government. And even San Leandro has one-third of its municipal territory surrounded on three sides by the City of Oakland.

While the people of these ten cities have kept up their separate governments it has only been because of conditions that were created years ago. The public service corporations long since ceased to recognize the artificial boundaries that had been drawn in the days gone by. Light served to the entire district by one corporation, a water system, and one water system supplies all the cities save the Contra Costa communities which are united for that service. One street car system, not a suburban, but street car system, extends from Richmond even south of San Leandro to Hayward. And even the federal government, which is not given to economies, has reduced the mail service of these ten cities into four postoffices. Oakland serves Piedmont, Emeryville and San Leandro; Berkeley serves Albany, and Richmond serves Stege and El Cerrito.

TRIBUNE SERVES ALL.
This is the metropolitan section of the great East Bay district and the metropolitan section of the field of The TRIBUNE. In this territory The TRIBUNE is served by a complete carrier system reaching every portion with the very latest world, national and local news earlier than any other paper. This is what is called the "Home Field" of the paper, and it is where the "Home Edition" goes into the homes of the people. It is this "Home Edition" and home circulation that has made The TRIBUNE a power in the advertising field. This circulation directly into the homes is a circulation not one copy of which is wasted. The TRIBUNE is proud of this home circulation and can show to anyone a larger circulation of this kind in his own particular field than any other paper or combination of papers published inside or outside this section. This information is open to anyone at any time upon application at the office.

The TRIBUNE can prove and will prove every assertion that it makes about its circulation or its business. But, beyond this metropolitan or "Home Field," The TRIBUNE has its own particular suburban field, a field that is shown upon the accompanying map. This field is also being served by The TRIBUNE as no other paper serves it. Embraced in that territory is a population of approximately half a million people, of which the latest postoffice and directory figures give Oakland 247,000, Berkeley 72,000 and Alameda 32,000. This territory has local interests and conditions that create local news that can only be handled intelligently by a newspaper with its plant and its staff upon the ground in thorough touch and harmony with the vital needs and demands of the district. To this end The Oakland TRIBUNE has doubled its invested capital and plant and facilities. To properly represent this section The TRIBUNE is dedicating its new building and its new plant and the best energies of its staff.

The TRIBUNE service reaches every part of the field shown on this map ahead of all competitors and in a way to distance all competition.



FRED T. WOOD
701 Syndicate Building
Offers the following
3 Big Specials
to home-seekers

Owing to the tremendous demand for new homes, you should see these right away.

Office open Sunday
Automobiles at your service
Lakeside Home

\$2000-\$2500 cash, balance easy. This beautiful new home of 3 rooms and servant's room, finest select floral grout finish, large rooms; most artistic lighting fixtures; den finished in mahogany; oak floors throughout; tiled bath and shower; basement, furnace, garage, corner lot 150 ft. frontage, wonderful view of lake; close to Lakeside avenue. Will take Liberty Bonds at par. The picture of this beautiful home, known as the Harriet Brand house, will be on the first page of the Real Estate Section in tomorrow's Tribune.

New Home
In choice part of Lake District \$7000-\$10000 cash, \$65 per month, beautiful new home in choice part of Lake district, has 4 bedrooms, large living and dining rooms, breakfast room; ever modern complete oak floors throughout; finished in mahogany; finest select electric and plumbing fixtures; choicest wall coverings; garage; double basement; furnace; water heater; large eighty lot; lawn; close to Key Route and Lake Shore cars; the finest home for the money in the Lake district.

This Original Home
A pretty bungalow of 6 cozy rooms all built upon original and artistic lines, wonderful color schemes distinguish each room; oak floors throughout; beautiful paper and electric fixtures, in perfect harmony with other settings; large bath and shower in tile; cement basement; ideally located on one of the finest streets in the aristocratic Lake district. Price, only \$4750, \$5500 cash, \$40 per month.

Fred T. Wood
701 Syndicate Bldg.
Oakland, California
Phone Lakeside 243
Exclusive Agent
Lakewood Park and
Crocker Tracts

I Extend Congratulations
to The Oakland TRIBUNE
upon the occasion of its occupancy of its new home.

J. Wolf,
Wolf Cigar Store,
1328 Washington St.

STEREOTYPING

(Continued From Page 17)

was applied by man power on the big steam press. "After you have handled fifty or sixty of those forms, have screwed down the platen fifty or sixty times, have raised it again, and have worked at this all day, you're pretty much played out," said one of the men.

GREAT FAY OF LABOR IS DONE AWAY WITH.
With the new equipment a great part of this labor is done away with. It is performed by air pressure instead of man power. By manipulating a few levers and other regulating devices, the stero typer can apply an even pressure of 100 pounds to the square inch on the matrix, and by the same means he can raise the platen and release the matrix and type from this pressure. The rolling table, where the matrix is first molded, and which gives a maximum pressure of seven tons on the matrix, is placed in direct line with the steam cables so that there is the greatest ease and speed possible in handling the forms.

While the speed and efficiency of the department was being considered, the comfort of the men was not lost sight of. The new stereotyping department, in place of being in the basement, is on the third floor, with plenty of light, air and ventilation. The men are forced to work over hot metal pots and with the hot metal casts just cooling after being made by pouring the metal into the matrix. At the end of the day they are weary and covered with perspiration from their work. Hot and cold showers are provided for them in the new building, adjoining their dressing room and locker room. Every convenience that could conduce to their comfort has been provided.

NEWS TO CAMP LEWIS
Send The TRIBUNE to the boys at Camp Lewis.
Home news will be deeply appreciated by the boys of the National Army.
Phone Lakeside 6000 now. Only 500 a month. No extra charge.

Reis Shoe Co
QUALITY SHOES
1205 WASHINGTON ST. 12"
OAKLAND, CAL.

Oakland has recorded another great event.

In the dedication of the new Tribune building, The Oakland Tribune has set a pace with the development of the city.

May every success attend The Tribune in its new home.

Reis Shoe Co
1205 WASHINGTON ST. 12"
OAKLAND, CAL.

Shipbuilding on Great Oakland Harbor Gives Work to More Than 10,000 Men

WHY the "Great East Bay District," and what constitutes that section? The exact boundaries are not well defined and it may be as well to say that the district in which The TRIBUNE circulates supreme is the Great East Bay District. It is that portion of the continental side of the San Francisco bay where The TRIBUNE, by reason of its geographical location, its superior facilities and its unequalled news and editorial services, circulates ahead of all competitors and in greater numbers than any two or three of those competitors combined.

Roughly, it comprises all of the Counties of Alameda and Contra Costa, the northern part of Santa Clara, the southern part of Napa and the major portion of Solano and San Joaquin, together with quite a large part of Stanislaus. It is all of the eastern shore of San Francisco bay; it is that part of the State where the transportation systems all meet, where the railroads touch tidewater, where ships tie beside the freight cars for the transfer of cargo, where the great river system of Northern California, with its water transportation, touches the ocean-going ship and the east-bound railroad train.

It is the fastest-growing part of the State of California.

WAR INDUSTRY.
It is today the center of all war industry in California. The products of the fields must be brought by water or rail to this point for distribution to their point of consumption. If brought from the interior by river transportation these products must be transhipped here through the Panama Canal or to car if going east by rail. If brought by rail Oakland, Berkeley and Richmond are the points from which all overland freight starts.

But it is in industrial war work that the Great East Bay District is most employed. The outbreak of the war found the Great East Bay District ready and willing to do its bit toward bringing victory to the forces of freedom. The Great East Bay District, from Vallejo and Martinez on the north, through Richmond, Stege and El Cerrito in Contra Costa county, Oakland, Berkeley, Emeryville, Piedmont, Albany, Alameda and San Leandro in Alameda county, and down to San Jose on the south, was ready for war work. It was the factory center of the State. Already there were located in this district steel mills, powder works, motor factories for automobiles of all kinds and for airplanes, machine shops of all kinds and sizes, factories producing foods and clothing, fruit canneries and every kind of an industrial institution that was needed in the great emergency. In addition, there were factories that could be converted to the needs of the hour.

SHIPYARDS.
And above all there were shipyards. It is a fact that more ship contracts have been placed by the Emergency Fleet Corporation with shipyards on Oakland harbor than have been placed at any other point on the whole Pacific Coast. There is a greater tonnage of ships being constructed on Oakland harbor today than at San Francisco or at Seattle.

There are over 10,000 men employed in the shipyards on Oakland harbor.

The greatest factory of airplane engines on the Pacific Coast is located at West Berkeley in the Great East Bay District. The wonderful "Liberty Motor" had its origin and inception in this West Berkeley factory, that of the Hall-Scott Motor Company.

The original of the great British tanks, which revolutionized warfare on the western front in Europe, was made in San Leandro and at Stockton. Years ago the Best Works at San Leandro and the Holt Works at Stockton were making caterpillar tractors, which evolved into the great war tank. San Leandro and Stockton

(Continued on Page 19, Col. 1)

AMERICAN THEATRE

William Farnum

AS JEAN VALJEAN IN
"LES MISERABLES,"
EXTENDS CONGRATULATIONS FROM THE SCREEN AT THE AMERICAN THEATRE TO THE
OAKLAND TRIBUNE
UPON THE OPENING OF THE
NEW METROPOLITAN NEWSPAPER PLANT

The Tribune's big move is very gratifying to the whole East Bay Section

FRANK W. SONDERLEITER
SIGN PAINTER
1606 Clay St.
Telephone Oakland 4084



"BON VOYAGE"
TO THE TRIBUNE
BY THE

Kinema Twins
SEE THEM NEXT WEEK

Great Field of The Oakland Tribune

(Continued From Page 18)

are both in the Great East Bay District.

The California Cotton Mills in East Oakland were found ready to turn every pound of cotton raised in the Imperial valley into cotton products with the shortest and most economical haul possible.

Eleven fruit canneries in Alameda county, as many more in Contra Costa county, a larger number in Santa Clara county and others in different parts of this Great East Bay District were found ready to help solve the food question.

INCREASED TEN TIMES.

These are only a few factors in the industrial situation which prevailed at the beginning of the war and which has been increased, in some cases, by ten times.

When the Union Iron Works, controlled by the Bethlehem Steel Corporation, bought the old United Engineering Works on the Alameda side of Oakland harbor at the outbreak

of hostilities in Europe, there were about 600 men employed at that plant. Today the plant employs more than 6000 men and has under construction buildings and additions that will more than double its present capacity.

The old Moore & Scott Iron Works was a repair shop that was just beginning to try new steel construction, with a payroll of less than 1000 men. On the day when this yard, now owned by the Moore Shipbuilding Company, held the triple launching when three 8400-ton freighters were slipped into the water at one time, there were 5700 men on the payrolls.

The shipyards on Oakland harbor hold contracts for more than \$100,000,000 worth of emergency shipbuilding, to make no mention of other government work of which censors permit no mention to be made. These are not contracts let to concerns that have yet to be constructed, but are contracts let to going concerns that have proved and are proving that they can turn out a standard freighter in fifty-seven days.

This does not take into consideration work that is being done at Richmond for tankers and vessels of lighter draft, nor of a well financed plant on the bay shore at Bay Point, just beyond Martinez, nor of other plants in process of financing.

All of this means business, and it also means numbers of employees. It means that these employees are purchasers and consumers. It means that they are buyers of homes and buyers of supplies. It means that the population is growing with the growth of these plants.

INDUSTRIAL SURVEY.

The Chamber of Commerce of Oakland has just completed a survey of the industrial section of Alameda county alone and reports at least 80,000 factory employees therein. Taking the average yearly wage as fixed by the United States Census Bureau for this part of the country of \$1000 a year, and there is a payroll for the industrial portion of Alameda county alone of \$80,000,000 annually. These figures are conservative rather than excessive.

Contra Costa county can show as much more, though a factory survey is more difficult there because the factory centers are more scattered. Exposition Commissioner R. R. Veale of Contra Costa county, the best posted man in his section, says \$30,000,000 is a modest payroll for Contra Costa county.

Richmond, a part of the East Bay municipal district, is one mass of industries. There are 6000 men employed in various industries with an annual payroll of \$7,500,000 in that city alone. This does not include the Hercules Powder Works at Pinole, the Selby Smelting Works, the American-Hawaiian Sugar Company at Crockett with a list of 930 men and 100 women in the factory and 260 men in the construction department and a monthly payroll of \$137,000, or the Shell Oil Company or the Associated Oil Company at Martinez with great oil plants.

Nor does it refer to the Mare Island Navy Yard at Vallejo, the headquarters of the Navy Department of the entire Pacific Coast and one of the largest construction plants to be found anywhere, engaged in the building of colliers, destroyers and actual war vessels, and the repair of everything from a battleship down.

The announcement of these employees, but they run into the thousands, and The TRIBUNE has a circulation among these equal or superior to any other paper.

This is what is meant by the Great East Bay District, and this is why the Great East Bay District is today progressing so rapidly.

It is to supply this great and growing population with their own paper that The TRIBUNE has doubled its plant and installed this up-to-the-minute equipment.

NEWS FOR THE TRAINING CAMPS

The boys at the training camps want news—news from home—news from the front—news of what is doing at Washington.

SEND them The TRIBUNE with its FOUR leased wire services, covering ALL the news.

The branch office of The TRIBUNE is now located at 1422 San Pablo, next to the First National Bank Building. Subscriptions and advertisements accepted here. Photo Engraving at TRIBUNE Office.

READY MONEY

from a few hours' work in spare time. See the TRIBUNE Want Ads.

GOOD luck to
our successors at
13th and Franklin
streets.

Breuners

CLAY ST., at 15TH

THE TRIBUNE "COVERS"

EVERY NEWS SOURCE

IN EAST-BAY SECTION

PROGRESS

THE opening of a new enterprise or the launching of a new fleet of cargo carriers, or any of the many events happening in "My City Oakland" pass on almost unnoticed these days. Oakland has proved herself equal to the task of upholding her end in the great undertaking of freeing the earth of Kaiserism.

We are living in an age of progress, we must strive for that one end efficiency. This can only be attained by unity of our people whether they be Jew, Gentile Prince or Pauper.

Oakland manufacturers and business men have a recognized seat in the nation's business. Let us keep them there. If we cannot shoulder a gun, we can take our place in industry.

Our own plant has been running day and night crews, trying to keep up with the world demand. Our enlarged plant now has a capacity of 200 machines a month and we are exporting to many lands.

As manufacturers of a world known product the Marchant Calculator and a corporation who has increased its business over a thousand percent in three short years, we feel it not unbecoming ourselves to stretch forth our hand in welcome and congratulate The OAKLAND TRIBUNE on its forward step in "movin' up town" and forming another milestone in this community's rapid growth.

Marchant Calculating Machine Company

Emeryville, Oakland, California

Send The TRIBUNE to the boys at the front. Your gift will be appreciated. Regular subscription rates, no extra charge. Phone Lakeside 6000.

WE extend greetings and a welcome to our new neighbor and offer congratulations to The Oakland Tribune on securing the most complete and up-to-date publishing establishment in the West. The coming of The Tribune to Thirteenth at Franklin street means added strength to the movement for large enterprises in this locality.

Farmers and Merchants Savings Bank

Officers and Directors

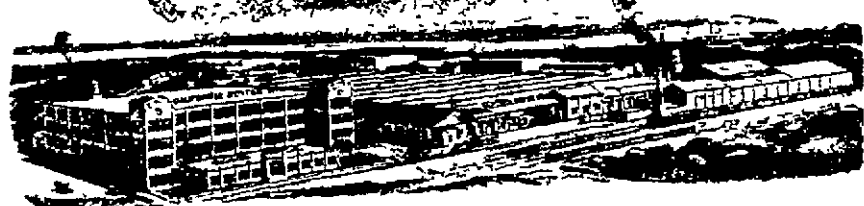
EDSON F. ADAMS, President
S. B. McKee, Vice-President
GEO. S. MEREDITH, Cashier
F. C. MARTENS, Assistant Cashier
C. H. REDINGTON, C. H. DALY, C. D. BATES

**DID it ever OCCUR
to YOU that small
ADS bring BIG**

RESULTS?
TRY IT YOURSELF
Phone or bring Your
Ad to this Paper

G. L. CENTER, President
FRED H. BEAVER, Vice-President

J. Y. MILLAR, Treasurer
J. R. MILLAR, Gen. Manager



CALIFORNIA COTTON MILLS COMPANY
COTTON AND JUTE GOODS
OAKLAND, CALIFORNIA

March 22nd, 1918.

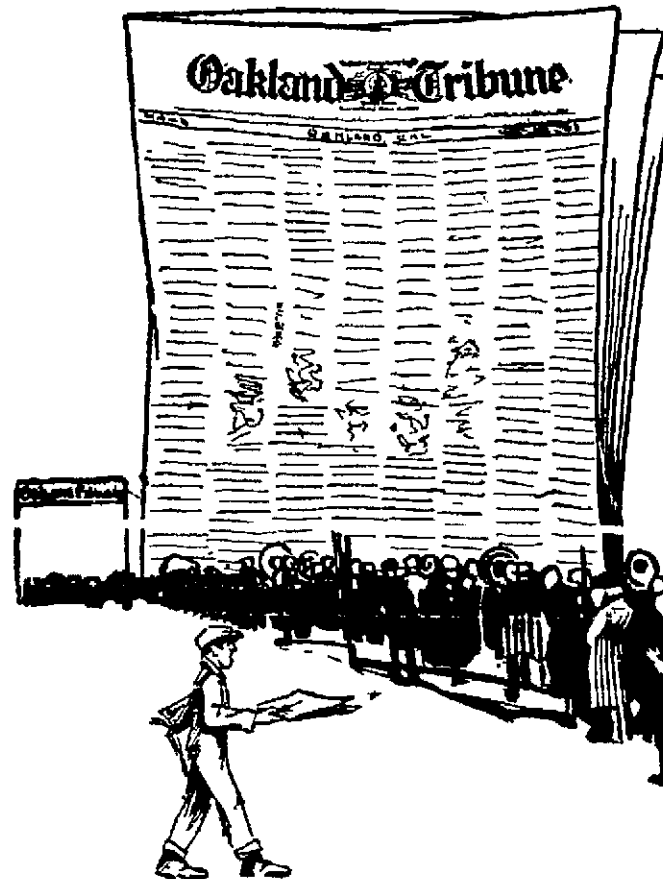
Oakland Tribune,
Oakland, Cal.

Gentlemen:

We wish to take this opportunity of congratulating both you and the City of Oakland upon the completion of the new home of the Oakland Tribune. We congratulate you on account of your courage and on account of your success in completing such a modern and well equipped plant. We congratulate the City of Oakland in being fortunate enough to have in its community men with the enterprise, ability and far-sightedness to have seen fit to favor us with such an institution.

Yours very truly,
CALIFORNIA COTTON MILLS COMPANY,
Gen. Mgr. *J. Y. Millar*

JRM-NER.



**Congratulations
to the
Oakland Tribune**

SUCCESS is a pleasant companion, and today she graces the threshold of the new Oakland Tribune building—a hostess to thousands.

Friends from every corner of the city are hastening to observe her throne and enter their hearty felicitations to her kinsmen.

With this host of friends—of these friends—the undersigned business organizations also extend friendly felicitations. They have believed in the Oakland Tribune as a medium of influence with their own kindly patrons. During the twelve months just completed they used thirty-six full pages in the Tribune—to talk with it to their friends.

These business organizations welcome Tribune prosperity; welcome her to the "fireside" of Oakland's business center—and record here their well wishes for the months that will bring greater achievement.

These signatures, known to all, are appended as a public congratulatory token to the Tribune.

Pacific Coast Rattan Company

Pacific Shade Cloth Co.

Hollier-Pacific Co.

BUTLER-VEITCH

California Crematorium

Graves-Spears Road Machinery Co.

Central National Bank

Associated with Central Savings Bank
Capital \$1,000,000

Grossman's

D. H. McCorkle Manufacturing Co.

California Commercial & Cold Storage Co.

Herbert H. Jackson Co.

FARGOL Motors Company

Central Savings Bank

OPEN SAVINGS DEPOSITS FROM 5 CENTS TO \$50,000

Hall-Scott Motor Car Co.

Standard Nut Meat Company

Lawrence Warehouse Co.

in conjunction with

K. L. HAMMAN Advertising Service

NOTED ALAMEDA COUNTY MEN PRAISE TRIBUNE

Many Former Members of The Oakland Tribune Staff Attain Fame

By VICTOR H. METCALF,
Former Secretary of the Navy

The people of Oakland and the citizens of the entire east bay community are to be congratulated upon the splendid enterprise shown by The OAKLAND TRIBUNE in moving into a new building, particularly under the conditions that face the country today. A community is often judged by its newspapers and the enterprise of The TRIBUNE in furnishing such a complete plant and building for the east bay district is a distinct advertisement for the district we love so well.

The TRIBUNE'S new building recalls (if anything can be said to be recalled which has never been absent from memory) my official relations with Oakland and the personal relations with certain Oaklanders, among whom—and intimately—were the proprietors and managers of The OAKLAND TRIBUNE. Such intimacy was immediate upon my first acquaintance with them, and it never subsequently wavered or diminished. And I was always the debtor. It is something gratefully to be remembered, something proudly to be remembered, to have received the support of so influential a paper as The OAKLAND TRIBUNE; and I may say that it was so far indulgent in its judgment as to make proper allowance for deficiencies.

I am pleased at the opportunity of expressing this, and the deep appreciation of the trust that the people of Oakland reposed in me. They invested me with their worthiness.

Joseph McKenna
Associate Justice of the Supreme Court of the United States of America, formerly Representative in Congress from the Third District of California, which then comprised Alameda county.

It was a great day for The Tribune and an even greater day for Oakland, when Will Dargie, a college boy, bought the former, decided to live in the latter; and put his whole heart and soul and tireless energy into the upbuilding of both. The paper which he loved grew with the city which he idolized, and my heartfelt congratulations to The Tribune, its accomplished editors and skilled managers are tempered only by the regret that he is not present to enjoy with them its

W. H. Henshaw
Former Justice State Supreme Court.

I believe that a great newspaper represents a public trust, and it is therefore a matter of public interest to note the increased facilities for service involved in the dedication of the new Tribune building and plant. It is at the same time an indication of a new stage in the development of Oakland and of the great urban unit of over three hundred thousand people, of which Oakland is the center.

Please accept my sincere congratulations.

J. G. Sullivan
Congressman from Sixth District.

It is my pleasure to congratulate The TRIBUNE upon moving into such splendid new quarters, and upon taking such a great stride in the line of progress. The new plant and the new location of the TRIBUNE are worthy of the paper, and the paper is worthy of the community that it represents. A community is judged by the newspapers that reflect its prosperity just as banks reflect its financial standing, and The TRIBUNE is giving Oakland and the east bay section a newspaper that is worthy of what is being done on the great east shore. To make the investment that is represented by the new TRIBUNE building and the new TRIBUNE plant in such times as these shows a wonderful confidence in the future of the community and The TRIBUNE is to be thanked by the whole district for this show of faith in the future of this side of the bay.

D. J. Murphy
Chairman of the Board of Supervisors of Alameda County.

OFFICE OF THE MAYOR
CITY OF OAKLAND
CALIFORNIA

The TRIBUNE'S new home is another indication of Oakland's progress. It is very gratifying to know that every business and activity is enjoying prosperity and becoming a part of Oakland's wonderful advance. I wish The TRIBUNE success.

John Dargie

"Good Luck" to
Tribune—It
Deserves It
—E. H. HAMILTON.

How naturally, when the beard is gray, one turns back to the days when the heart was warm and the ambition aspiring and the soul open for friendship and for love.

So I turn to the days when I began my newspaper career on The TRIBUNE. There never was a better school of journalism. There never was a better master of the school than splendid old Edward F. Cahill, with his genial cynicism that thinly cloaked his high ideals and unimpeachable integrity.

There was a deal of hard work, for at times the exigencies of William E. Dargie's finances made it necessary to keep the staff small, and I recall that for a short time Cahill, the Rev. Charles L. Miel, Gavin Dhu High and myself practically got out the paper.

With the men I have already named we soon had "Parson" Kelly, Edwin H. Clough, John M. Lathrop, Henry A. Melvin, William Churchill and others who made high positions for themselves in journalism and public life. The men who made The TRIBUNE helped to make other great journals and some attained fame and honor in civil life. But I'll warrant none ever knew warmer friendships than we had in the little old office on Eighth street, and none ever served under an employer who was quicker in appreciation and kinder in action than William E. Dargie.

Good luck to The TRIBUNE. It deserves it!

EDWARD H. HAMILTON,

Men in Public Life Predict Prosperity for Paper and Community It Represents

Permit me to express to The Tribune my congratulations upon the occasion of the moving into the new, modern, luxurious home.

But it will seem strange for a time to us veterans of the staff of the olden days to think of The Tribune being published anywhere but on Eighth street. When we first "took our pencils in hand" hoping that we would find the reading public "enjoying the same blessing," we went to the old Galindo hotel building and were put to work with all the rest of the staff in a narrow, gloomy local room, with nothing to distract us but the eternal pounding of a big job press on the other side of the thin partition. This, by the way, was good training as it enabled me in later years to work in court without difficulty during the progress of oral argument.

Later the paper, vastly grown in importance, sought new quarters of more elegant and substantial sort, but still on Eighth street, and almost across the street from the old shop. There separate "talent traps" were provided for the editorial writers, special writers and the city editor—a much more dignified arrangement, but one which deprived the city editor of the "chorus cussing" with which in the old days the staff used to assist him when he desired to relieve his pent-up feelings.

Now there will be elegant quarters for every body in the new building uptown and comfortable desks even for the "cubs." (We wrote on a shelf nailed to the wall, but our "copy" was sometimes printed nevertheless!)

Yes, it is glorious to know that the little paper which gave us the opportunity to try our "prentice hands" has grown to be a great metropolitan daily, occupying a spacious modern building, having presses that almost think, an art department that can throw to waiting thousands the pictures of events of an hour ago, and enjoying a telegraphic service that reads the secrets of the uttermost parts of the earth to reveal them as news. But moving into the new quarters the management will take along the old files. Here's hoping that somehow the old traditions and the spirit of the long ago will accompany those dingy records and that the paper will retain the flavor given it by such men as the Dargies, Hamilton, Yale, Joe Baker, Cahill, Clough, Lathrop, Hatton, Nesfield, Lawrence, Daniels and some of the others who worked not merely for their salaries but for their ideals.

Henry A. Wilson
Associate Justice Supreme Court of California.

Every community can be accurately judged by its newspapers. The newspaper shows the life, the energy, the culture, the progress, the enterprise of the city in which it is published, or the lack of these qualities. Pick up a sleepy newspaper and you can gamble that it comes from a town where moss is the leading product. A look at The TRIBUNE must convince anyone that Oakland is a live, bustling city with a great present and a greater future. San Francisco and Los Angeles may well look to their laurels for there are many who, in the future, can see the great city on the east bay facing the Golden Gate, the metropolis of the great State of California. The TRIBUNE is a credit to Oakland, and residents of that city are justly proud of this great daily.

J. W. Richardson
State Treasurer and President California Press Association.

In my boyhood I knew The Tribune. It was full of enterprise—dash—life—pep. It is now. It furnished its readers daily thrills. It still does. Later on it became a power in the community. It's more so now. Always newsy and entertaining—it excels now. As it grew stronger and more influential, men like Hamilton, Lathrop, Clough, Hatton, contributed to its success and interested the masses. Its years of progress have culminated in the upbuilding of a great city. Whatever cause it espoused found in it a powerful advocate. Men in political life benefited by its support. It has always been a loyal friend of the worthy. Today, with many others once assisting in its work, I rejoice over its splendid record, wish it prosperity in its new home and its new owners and management that success which enthusiastic, loyal devotion to its advancement merits.

Frank P. Jordan
Secretary of State.

ROSTER OF OAKLAND TRIBUNE SHOWS ARMY OF WORKERS

MANAGEMENT

JOSEPH R. KNOWLAND, Publisher.
Mrs. Gertrude Clark, secretary to publisher.

B. A. FORSTERER, General Manager.
Miss Louise F. A. M. Bruns, secretary to General Manager.

EDITORIAL DEPARTMENT

Herman Whitaker, TRIBUNE war correspondent at the front.
Frederick Faulkner, chief editorial writer.

T. G. Daniels, editorial writer.
L. S. Levy, assistant managing editor.

E. O. Kelsey, city editor.
A. P. Schreiner, long editor.

R. H. Danforth, head of copy desk.
H. L. Sully.

Mrs. Gertrude Clark, secretary to publisher.
Carl Brazier, sporting editor.

Miss Edna B. Kinard, club editor.
Mrs. Laura Brice Powers, society editor.

Miss Mabelle Williams, assistant society editor.
Frank Kettwell, art editor.

Lee Landes, librarian.
Hal Layton, editor San Francisco Bureau.

J. E. Denton, church editor.
Miss May Black.

B. Cronwell.
W. P. De Wolf.

Jess Dorman.
Earl Emms.

John Galvin.
Miss Rose Glavinovich.

Clarence Locan.
W. C. Marsh.

Eddie Murphy.
J. W. Rodger.

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Joe Swan.
Allen Tucker.

George Walker.
Ray W. Whitthorn.

E. A. Emmons.
George Roe.

N. J. Fletcher.
Mrs. C. V. Nichols.

Harold Mitchell.
I. A. Buchanan, treasurer.

V. D. Stuart, accountant and assistant secretary.
J. A. Augustus.

Miss L. E. A. M. Bruns, secretary to general manager.
J. W. Featherstone.

Miss Patricia Lahey.
E. E. Montague, head bookkeeper.

Theodore Trombly.
Mrs. B. Viganego.

Mrs. D. M. Lugs.
Miss D. Stevens.

F. W. Nitzsche.
G. A. Rosenberg.

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T. Kelly.

A. Lee.
O. C. Walbridge.

E. N. Congdon.
A. A. Kress, purchasing agent.

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